AVAYA

The Power of We™

Avaya Mobile Collaboration for Enterprise

Unleash the Power of We™ for Faster Collaboration, Smarter Decisions, Better Business. From anywhere, on any device. Trust Avaya to plan, scale, build, and run it.

> "Avaya's vision aligns with the vision that we have for Cushman & Wakefield—involving high productivity for all of our employees, outstanding customer service, consistency in our client-facing communications, and significant operational efficiencies and cost savings that can help enable our growth"
>
> *Craig Cuyar, CIO, Cushman & Wakefield.*

CUSHMAN & WAKEFIELD®
Global Real Estate Solutions

Today's Business Environment

The economy is tough, competition is fierce, and customer loyalty is fragile. Shifting demographics, social trends, and leaps in technology have changed communications between employees, partners and customers.

Consumer access to powerful smartphones and tablets has changed how we live. "Being connected" is an expectation - and personal devices have inundated business environments.

Companies are looking to:

- Increase customer responsiveness and satisfaction
- Accelerate customer development, sales and business processes
- Speed up time-to-market for critical new global business initiatives
- Engage the right people in decisions more rapidly and productively
- Reduce travel overhead and cost

A mobile collaboration strategy will be critical to meeting business objectives; and bottom line results will depend on a holistic understanding of the company vision and the profile of its users' needs and pain points.

Business Issues

Enterprises have spoken with Avaya about the key issues they face:

Inefficient business processes: current customer development, sales, channel and delivery processes are inefficient and unable to handle targeted levels of growth and productivity.

Mobile and dispersed workforces: teleworking, travelling, or campus roaming can slow down business and hurt customer relationships. Too many people are involved in trying to get things done.

Different and dynamic needs of users: no two workers are exactly alike and the functional needs of individuals can change based on where and what work needs to get done.

Outdated communication architecture: raises concerns over the ability to support Bring Your Own Device (BYOD) demands and use of iPads, RIM Blackberrys, Google Android - and associated issues of security, IT visibility, control, and high bandwidth demands.

Uncertainty, risk, lack of expertise and money: the deployment of new technologies seems complex and full of risk including cost and impact to the business and customers.

Why Avaya

Global Expertise in Collaboration:

Avaya and Avaya partners guide businesses through planning, deployment, user adoption and predictable ROI.

A Comprehensive Solution:

Avaya provides a variety of options for mobile, roaming, and remote users using any kind of device - and is integrated to ensure the components work together with a focus on reliability, performance and cost.

Flexible purchase, deployment and support:

Avaya's options align to your unique business profile including size, existing infrastructure, CapEx and OPEX goals, and employee needs.

Getting there from here

Don't get overwhelmed in the face of your business issues, and do nothing — the cost is too high.

A comprehensive mobile collaboration strategy will be needed to retain a competitve edge and help drive the development of new products and services — and you can trust Avaya to help you define and deliver it; accelerating your company results, paying immediate dividends and driving innovation as you grow.

Accelerate Your Business with Avaya Mobile Collaboration

Avaya Mobile Collaboration for Enterprise builds on the **Avaya Aura®** 6.x foundation that provides a common enterprise-wide architecture and common management for all kinds of communications – including voice, mobile, video, instant messaging and presence.

Users can easily choose the most appropriate mobile, remote and office clients for their needs. This includes the **Avaya Flare® Communicator for iPad Device** which transforms these tablets into effective business decision making devices; **Avaya one-X® Mobile** provides "one number" rich communications from major smartphones, and **Avaya one-X® Communicator** does the same for office, home, and remote laptop use. Solution extensions include **Avaya ACE™, Avaya web.alive™**, video and more.

To support the growing use of tablets and wireless SIP devices inside and outside the enterprise, the **Avaya WLAN 8100** with Identity engines ensures secure network access control for all users and delivers real-time optimized, scalable wireless roaming. The **Avaya Session Border Controller Advanced for Enterprise** delivers easy remote access for SIP clients without the cost and hassle of VPN.

Finally, Avaya and partner services help companies deploy the Avaya solution to meet staff needs and drive user adoption; providing support and management options for consistent quality, and ROI results, as well as flexible purchase and implementation options.

Mobile Collaboration Solution Components	
Applications	Avaya Flare® Communicator for iPad Device Avaya one-X® Mobile Avaya one-X® Communicator Avaya Aura® Conferencing Standard Edition
Foundation	Avaya Aura® 6.x Avaya Session Border Controller Advanced for Enterprise Avaya WLAN 8100 Avaya Identity Engine
Avaya and Partner Services	Professional Advisory and Implementation Services Support Services Managed and Outsourcing Services

> "Essar believed collaboration to be one of its pioneer building blocks for efficient business, and its strategic alliance with Avaya helped to achieve this goal. By virtue of this alliance ESSAR gained tremendous telecom OPEX cost reductions and ensured easy and seamless Unified Communications features to propel employee's productivity."

— Jayantha N Prabhu –
Chief Technology Officer, ESSAR Group.

A Value Based Solution

For Your Business

Smarter decisions drive customer satisfaction and business results: The award winning Avaya Flare® Communicator for iPad Device is a software application built for real time collaboration that allows employees to take business on the road. Combined with business applications, browsing, and email, users can make phone calls, send an IM, manage contacts and easily blend in mobile sales capabilities in a single, portable, unified enterprise workspace.

Cost-effective, easy to access, audio, web, and immersive 3D conferencing: Eliminate expensive external conferencing fees. Convene a multimodal conference between virtual teams, partners and customers whenever you need to. Use your personal conference bridge with audio or video, share files or applications on your desktop.

The right choice of device and application for the task at hand: Flexibly extend business communications, applications and capabilities to a tablet, smartphone, work station or enterprise deskphone ensuring employees who are mobile, teleworking or roaming the campus can be accessible and productive wherever they are.

For Your People

Empowering the right people today: Accelerate business with faster collaboration through the broadest range of clients, desktops, laptops, tablets and mobile devices including: iPad, PC/MAC, iPhone, Blackberry, Android, and Nokia.

Reach experts easily and reduce wasted time: Quickly see who is available to work an issue with integrated applications, communication, and presence - that shows you who is online, on the phone, available to IM, in a conference call, traveling or on vacation.
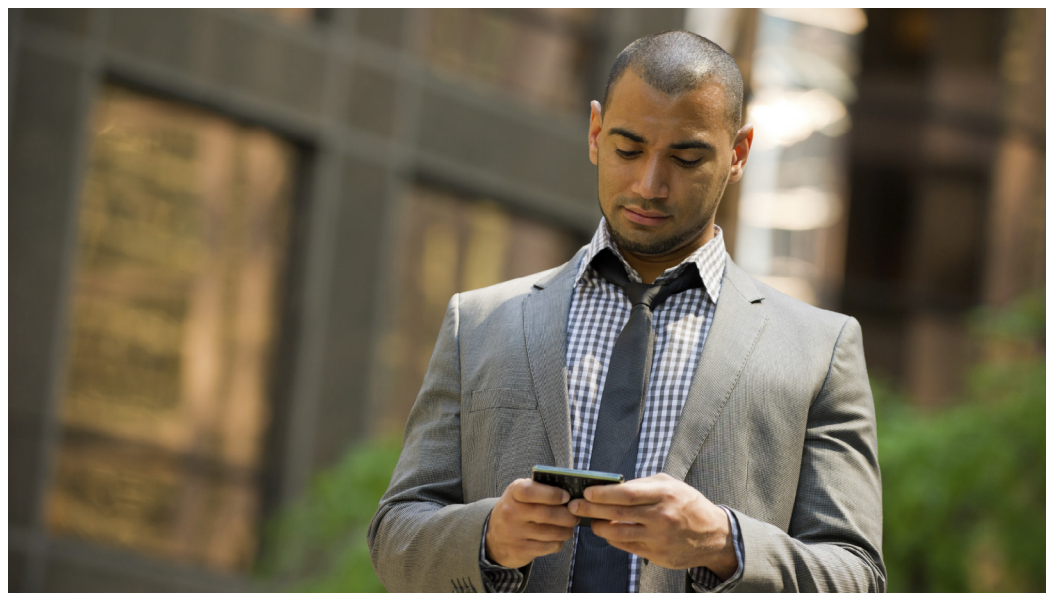
Ensure resources are accessible and productive wherever they are: Increase employee reach-ability from home, travel, partner offices or throughout the campus via voice, messaging, video conferencing, web-based applications, etc., use the most

Real-time optimized and secure wireless networking:

Deploy industry leading support for voice and video over wireless LAN and embrace BYOD with confidence:

- Mission critical. Always on

- Unified wireless/ wired architecture

- Energy efficient

- High scalability

- E911 Emergency Location Service support

- Secure identity-based network access control

- Roaming collaboration on tablets and Wi-Fi smartphones

Enhance business process and employee workflows

Simplify and accelerate the integration of multi-vendor communication systems with business applications.

Avaya ACE™

- extends real-time collaboration to UC clients, office productivity suites, CRM software, social business, and Business Management Processes

- enables click-to-collaborate using choice of device within Microsoft®, Lync™, IBM® , Salesforce.com, Sametime®, and more

- delivers advanced collaboration capabilities with Avaya Aura® to people wherever they work, from desktop applications to mobile and web-based interfaces

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit **www.avaya.com**.

effective communication style and functions for the task at hand.

For Your Bottom Line

Flexible deployment and management choices: Evolve from legacy systems. Independently manage your infrastructure or outsource with Avaya's range of standard and customized expertise that lowers business risk. Avaya's Managed Service OpEx model bundles the solution and service into one monthly payment and eliminates the need for CapEx.

Scalable to any size: Easily expand to match your growth objectives with Avaya Aura®. Manage all users and system connectivity with an enterprise wide browser-based console. Avaya Aura unifies media, networks, devices, applications and presence across a common infrastructure.

Reliable integrated collaboration solution supported with strategic advisory services lowers TCO: Maximize the return on your investment with best in class capabilities, combined with the expertise of Avaya and our partners, to ensure every dollar of your investment goes farther. See immediate operational cost savings from lower mobile phone costs, reduced travel and long distance charges. Longer term growth is supported by a "Self –Funded" roadmap.

Avaya and Partner Supported Services

Solution Architecture Services: industry and technical experts guide the planning and design process, delivering design accuracy and functional consistency, to ensure enterprises can deploy the most effective mobile collaboration solution.

User Adoption Advisory Services: align users with the right capabilities to unlock the full value of mobile collaboration. Expand user knowledge and skills to use the solution as designed, and leverage metrics to increase returns.

Implementation Services: Avaya and partners can deploy solutions or upgrades. Delivery phases: planning and design, installation, implementation and configuration, testing, knowledge transfer and training, and cutover support.

Support Advantage: comprehensive 24X7 technical support and service monitoring mitigates outage risks, and speeds issue resolution to ensure optimal operations.

Onsite Support: ensures highly-skilled technicians are dispatched for onsite support including part replacement.

Software Release Maintenance: complete process management for patches and updates, includes: risk management, update identification, scheduling and implementation.

Enhanced Monitoring: provides a holistic and real-time view of infrastructure improving the ability to support advanced communication environments.

Upgrade Advantage: achieve significant savings and access to product innovation with subscription–based software upgrades.

Avaya Self-Funded Roadmap: pinpoints enhancements that can deliver more for less to your network and mobile collaboration applications. Shows how initial savings can pay for subsequent deployments.

SIP Economic Assessment: recommends how to save money with a SIP infrastructure. Assesses carrier communication costs, capital expenditure estimates, and phased deployment planning.

Getting Started

To learn more about Avaya Mobile Collaboration for Enterprise contact your Avaya Account Manager or Avaya Authorized Partner or visit us at **avaya.com**.