



The Power of We™

Mobile Collaboration with Avaya one-X® Clients for Unified Communications

Make Your Enterprise Mobile-ready

An array of market trends and economic factors is making users and businesses increasingly mobile.

From frequent travelers and telecommuters to employees who have an office but rarely use it, more than one billion workers around the world are considered mobile.¹ More powerful handheld devices and the spread of broadband data options are creating opportunities for an array of new mobile collaboration services.

As mobility becomes the rule rather than the exception, enterprise mobile communications strategies are evolving from providing convenient reachability to delivering tools that maximize individual and team performance. Businesses need to provide continuity in productivity, decision making and customer service while cost-effectively managing the deployment of mobility tools that are secure and easy to manage.

This is the new reality of the mobile enterprise—count on Avaya one-X® clients to make your enterprise mobile-ready.

Why Avaya for Mobile UC

Avaya one-X® clients extend your mobile enterprise strategy across a wide range of desktops, laptops and mobile devices. The extensive breadth of Avaya's one-X client portfolio is a key reason Avaya has been recognized as the global market leader in advanced enterprise mobility solutions.²

With Avaya, your enterprise benefits from centralized management and deployment while maximizing choices in client devices, operating systems and network access.

Your employees get a consistent, comprehensive, collaborative experience, extending the power of Avaya Aura® Unified Communications (UC).

Avaya works closely with device manufacturers to adapt to the needs of every kind of mobile user, from the occasional traveler to the power collaborator.

Empower your employees. Support your teams. Deliver the people-centric tools that make a difference every day in productivity, customer support and overall enterprise performance.

Avaya one-X clients deliver a software-based user experience that lets you easily deploy consistent mobility and communications strategies across desktops, laptops and mobile devices, including Google Android phones, Apple iPhones, RIM BlackBerrys, Windows devices and more. With anywhere, anytime access to all of your communication and collaboration tools, your enterprise has new ways to lower expenses, increase productivity, enhance business continuity and streamline customer support.

¹ IDC, Worldwide Mobile Worker Population 2009-2013 Forecast, June 2010

² Frost & Sullivan, Market Share Leadership, Enterprise Premises-Based FMC Solutions Global, 2011



The Broadest Combination of Clients and Supported Devices

Avaya makes your enterprise mobile-ready by maximizing your choices:

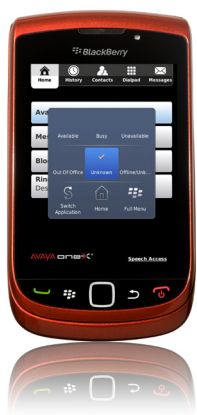
More Choices in Devices

Give your employees options for communication and collaboration so they can be productive wherever they are located and on whatever device is available to them. Popular platforms that work with Avaya one-X® clients for Unified Communications include:

- Windows-based PCs/laptops
- Apple Mac, iPhone, iPod touch and iPad
- Google Android
- RIM BlackBerry
- Nokia/Symbian
- Windows Mobile

More Choices for Collaboration

Support a wide range of options for communications and collaboration via voice communications, messaging, voice/video conferencing, Web-based applications, etc. You can adapt and deploy services that meet the needs of your users, your budget and your enterprise objectives, whether it's driving innovation, streamlining business processes, customer experience, etc.



Consistent User Experience

While Avaya maximizes flexibility, it simplifies and streamlines mobility by delivering a consistent user experience. A common user experience is provided across clients with features such as consolidated call logs and unified contact lists.

Comprehensive Avaya Aura® Services and Applications

Implementing Avaya one-X client software on desktops and mobile devices extends the reach of your Avaya Aura applications such as messaging and conferencing.

Applications Integration

Avaya one-X client solutions work with Avaya Aura® Presence Services and directly with leading desktop productivity tools such as Microsoft Office Communicator and Microsoft Outlook.

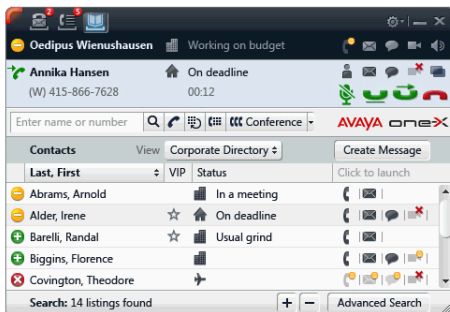


A Mobility Portfolio that Connects Users Anytime, Anywhere

Choices in Unified Communications clients are the key to your enterprise mobile strategy. Avaya is ready:

Avaya one-X® Communicator

Turn your desktop or laptop into a complete communications center for voice, video, conferencing, IM, etc. Connect a USB headset, Bluetooth headset, speakers, mobile phone or any standard desktop phone. Integrate with Microsoft Office Communicator and other productivity tools. Support for H.323 and SIP endpoints.



Avaya one-X® Mobile

Go mobile and take your Unified Communications—and user profile—along with you. Regardless of what device you are using, callers see one number when you call and use one

number to reach you: your business number. Move calls seamlessly from desktop to mobile and back.



Avaya one-X® Portal

Web-based access to unified communications. Just log on. No client software needed. Take advantage of voice, conferencing, presence, visual voice mail, corporate directories and more. Voice over IP-, firewall- and Virtual Private Network (VPN)- friendly.

Options on Apple Devices

Avaya offers a wide range of client options to meet the needs of Apple users:

Avaya one-X® Mobile: Full support for mobility and unified communications including one-number reachability, seamless call handling between your desktop and iPhone, call screening and visual voice mail.

Avaya one-X® Mobile Lite: A free download from the Apple App Store for the iPhone (with a configured Avaya Aura® Communication Manager Extension-to-Cellular account or an Avaya CS 1000 Mobile Extension). Provides access to basic telephony capabilities and can be implemented without a client server.

Avaya one-X® Mobile SIP for iOS: Extend rich communications capabilities to users of Apple iOS devices, including iPhone, iPod Touch, and iPad. Connects via WiFi (SIP-based networks) or cellular.

Avaya one-X® Communicator for Mac OS: Turn any Apple laptop or desktop into a real-time communications center with click-to-dial, conferencing, contact management, VoIP and more.

All Avaya one-X client solutions for Apple preserve a consistent user profile across devices—callers see only your office extension—and integrate with the corporate directory.



Getting Started with Avaya one-X Is Easy

It's convenient and cost-effective to get started with Avaya one-X client software through Avaya UC All-Inclusive (UCAI) bundles that include Extension to Cellular, Avaya one-X Communicator, Avaya one-X Mobile, Avaya one-X Portal and Application Enablement Services (AES) for Unified Desktop (Microsoft OCS and IBM Sametime).

UCAI bundles are included with Avaya Aura® Enterprise Edition packages or available with Standard Edition at a per user fee. Avaya Presence is provided at no charge with Avaya Aura Standard or Enterprise license.

Note: Avaya one-X Communicator for CS1000, Avaya one-X Communicator for Mac OS and Avaya one-X Mobile SIP for iOS are only available a la carte.

Mobile Communications that Drive Enterprise Performance

Innovation, productivity and responsiveness depend on mobile solutions that make communications seamless. Avaya one-X® client software makes it easy.

Simplifying Reachability

Mobility means convenience, but it can also mean confusion: Multiple reach numbers. Competing messaging systems. People guessing how best to reach an employee. That's why Avaya one-X® client software makes a user's profile the same regardless of the device being used and provides a single voice mail for messages.

Connecting to Customers

Missed calls mean lost sales and frustrated customers. Avaya one-X client software is designed to minimize missed connections: Incoming calls can simultaneously ring

on up to five devices. Easily manage preferences: sending calls to any device/location based on schedule. Screen calls and know when VIPs are trying to reach you.

Extending Expertise

Your customers are everywhere and with Avaya one-X client software, critical expertise and decision making can be everywhere, too. Presence information shows availability of colleagues, partners, executives, subject matter experts, etc. See at a glance who is online, on the phone, available to IM, in a conference call, traveling, or on vacation.

Connecting Seamlessly

The "mobility = travel = cellular" equation barely captures the evolving state of mobility in today's enterprise. Many "mobile" workers never leave the campus. A large percentage of cellular calls take place in the office. That's why Avaya one-X client software supports seamless connectivity across networks and devices.

Lowering Costs, Increasing Value

Communications over mobile networks is convenient—but also expensive.

Avaya one-X® clients provide ways to keep the convenience while reducing costs:

- **Transfer mobile calls to landlines:**

Avaya one-X solutions enable you to preconfigure common numbers and/or devices (e.g., temporary work space, hotel number, etc.) allowing you to push the mobile call to a “free” landline.

- **No more global outbound roaming charges:** While traveling globally, outbound roaming charges (which are higher than inbound) quickly add up. Your Avaya one-X client will solve the problem: sending a data signal to the enterprise network that effectively converts outbound mobile calling to inbound.



- **Take advantage of WiFi:** Leverage a variety of options to make calls via available WiFi networks. Move all call control, notifications, IM/Presence, directory search and other data traffic to WiFi. Leverage Internet VoIP services.

- **Least-cost routing:** Continue to make calls via your mobile plan, but have calls (especially international calls) routed from the carrier’s network to your enterprise network and take advantage of least-cost routing.

Smart use of the built-in features of Avaya one-X clients will not only reduce cellular usage but may allow you to save costs with a less expensive service tier. Additional savings can be accomplished by:

- Eliminating charges for redundant services (e.g., cellular voice mail)
- Using centralized call detail records to distinguish between enterprise calls and personal calls on mobile billing

Avaya one-X® Client Software Solutions At-a-Glance

| | Telephony | Video | IM & Presence | Unified Communications |
|--------------------------|----------------------------------|-------|---|---|
| Avaya one-X Communicator | VoIP features, mid-call features | Yes | H.323 & SIP endpoints supported Federated IM & Presence with Microsoft OCS | Visual voice mail, consistent call logs, contacts, conferencing with roster |
| Avaya one-X Mobile | VoIP features | NA | Federated Presence with Microsoft OCS | Visual voice mail, consistent call logs, contacts |
| Avaya one-X Portal | Yes | NA | Presence | Visual voice mail, conferencing |



Why Avaya for Your Mobile Enterprise

Breadth of solutions: Avaya offers a mobility portfolio that's broad—ranging across a wide selection of devices—and deep: delivering rich communications and collaboration capabilities that drive enterprise performance.

Available now: Avaya mobility solutions are proven and tested in enterprises around the world.

Truly unified: Avaya delivers mobile unified communications through a common user experience across a broad set of clients with a single, rich back-end of Avaya Aura® services.

Market leadership: Avaya has been recognized as the global market leader in advanced enterprise mobility solutions.³

³ Frost & Sullivan, Market Share Leadership, Enterprise Premises-Based FMC Solutions Global, 2011

Avaya: Right for Users... Right for the Enterprise

Large-scale deployments of business applications to widely dispersed employees—the very thing that drives greater enterprise performance—is cumbersome and time-consuming.

Avaya meets the challenge through simplified architecture and deployment with Avaya one-X® Client Enablement Services.

Avaya one-X Client Enablement Services deliver Avaya Aura® Unified Communications services and applications through a consolidated server to Avaya one-X clients. This approach facilitates efficient administration and deployment, enabling lower total cost of ownership.

Common user experience/lower costs: Avaya's consolidated-server approach provides end users with a consistent user experience across clients.

Faster startup: The common user experience across clients simplifies training and solution rollout.

Preserve investments: Implement mobile strategies while leaving existing multivendor equipment and applications in place.

Evolve your network at your pace: Support for both SIP and H.323 protocols allow organizations to standardize on one portfolio of mobile collaboration solutions for their entire organization while future-proofing their evolution to SIP.

Lower the cost of business continuity: Support for a wide range of devices simplifies and lowers the cost of business continuity.

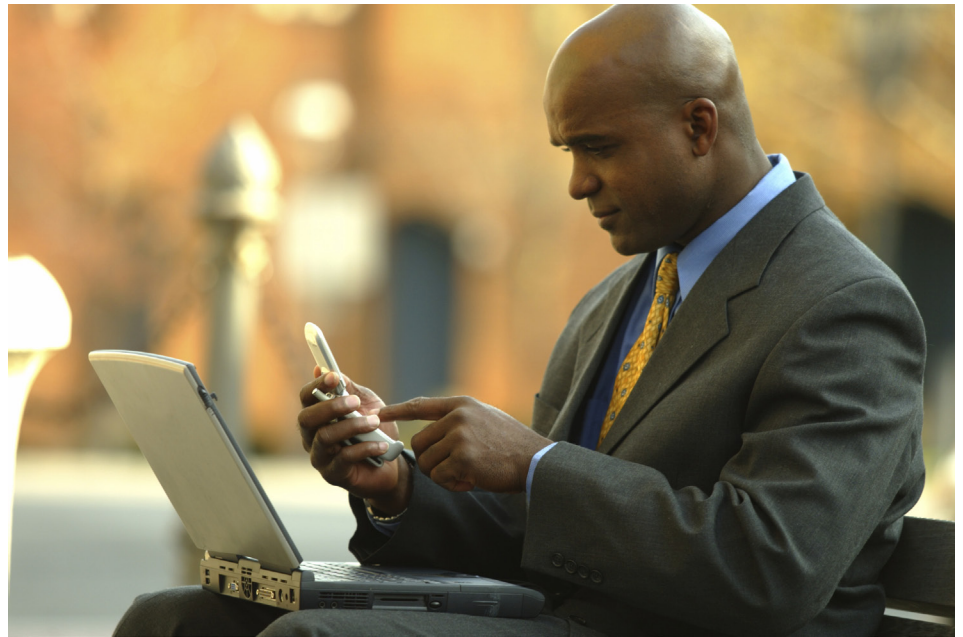
Easily add new functionality: Take advantage of the growing numbers of third-party applications for mobile devices.

Meeting the Mobile Challenge

No two mobile workers are exactly alike and the needs of any given individual will change based on where and what work needs to get done. Whether teleworking from home or a partner's office, roaming the campus, traveling, or hotdesking at headquarters, Avaya gives you choices to support different people with different needs and different roles:

Mobile collaborators: Out of the office far more often than they are in (executives, sales professionals, high-touch customer care consultants), mobile collaborators are short on time and bandwidth. They need to get things done now and will welcome how Avaya one-X® client software enables them to work from anywhere, in real time and get the job done. Now!

Visual collaborators: Team members focused on facilitating shared understanding across dispersed teams. These project-centric individuals are found on technology teams and often include technical customer care representatives, artists and designers. Their focus is getting things done on-time and on-budget and will welcome how Avaya one-X



Client software supports their work rather than getting in the way.

Desktop collaborators: The least mobile but often the most focused on being able to communicate in any media, desktop collaborators are responsible for supporting teams and driving enterprise-wide response. Productivity-centric, they often include back-office workers, technology team members, general customer care and knowledge workers. Avaya one-X Client software gives them a consistent set of communications services.

Learn More

To learn more about the Avaya one-X® client portfolio, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at avaya.com.

Visit avaya.com/innovations for information on Avaya one-X solutions for Apple users.

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.

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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