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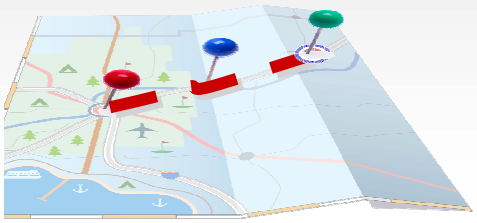
INTELLIGENT COMMUNICATIONS



The Next Generation

„Evolution & Revolution”

Avaya’s Reference Architecture For Unified Communications

Gianluca Attura
Amministratore Delegato
Avaya Italia S.p.A.

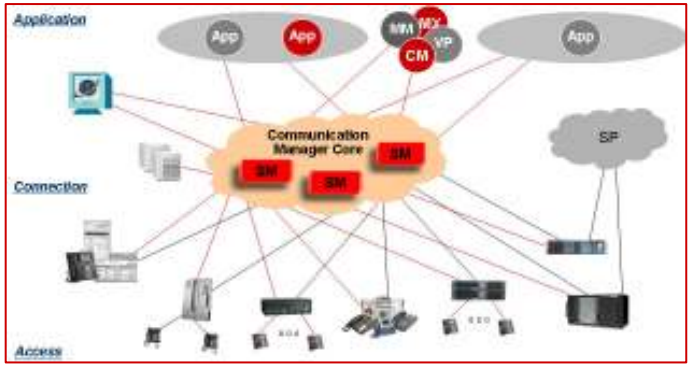
Avaya Customer Experiences

Challenge – From 100-200 Strategic Customers

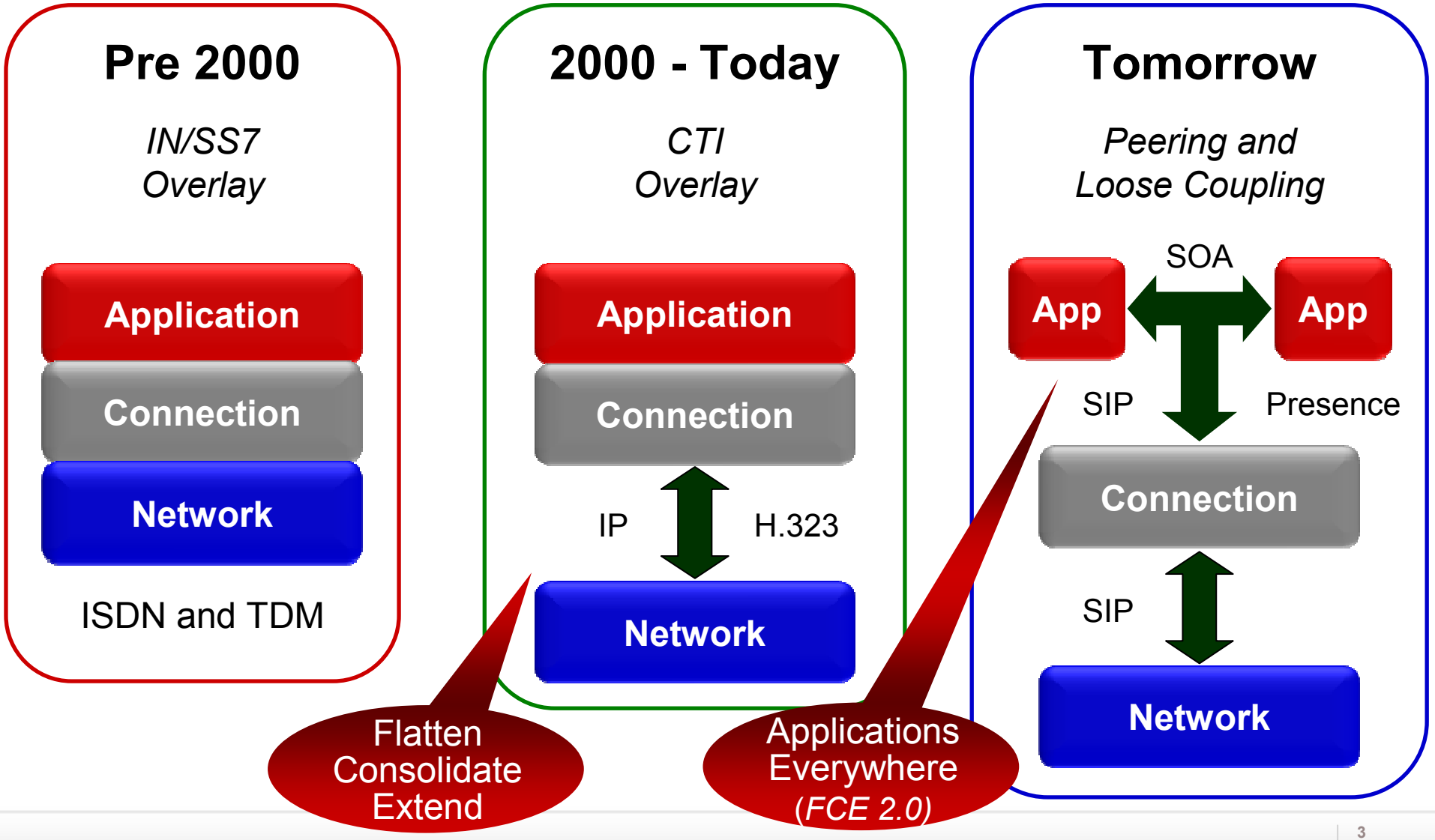
- Heterogeneous multi-vendor mix of TDM and IP
- Too complex and costly to “rip and replace” everything
- How to get significant cost savings **now**?
- How to securely add targeted UC applications **now**?

Solution – Embrace and Extend

- Enterprise-wide architecture that saves money while creating business agility
- Help in strategic communications design and implementation



Communication Evolution
New protocol allows new architecture



IMS Architecture for Service Providers

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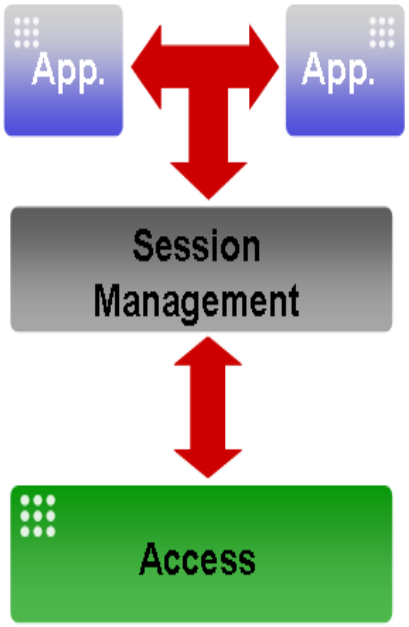

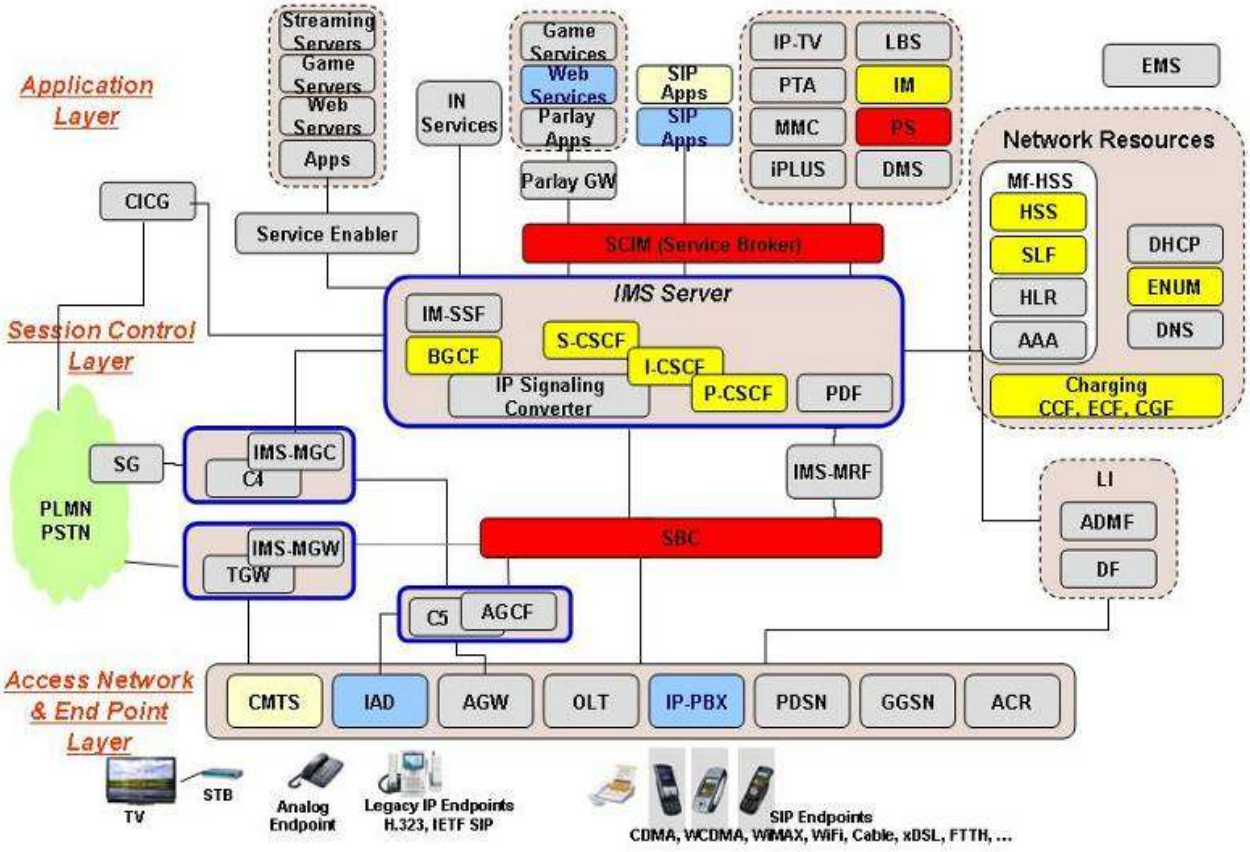

What's IMS

- IMS = IP Multimedia Subsystem The **IP Multimedia Subsystem** (**IMS**) is an architectural framework for delivering Internet Protocol (IP) multimedia services
- To ease the integration with the Internet, IMS uses IETF (i.e., Internet Standard) protocols wherever possible, e.g., Session Initiation Protocol (SIP)
- According to the 3GPP, IMS is not intended to standardize applications but rather to aid the access of multimedia and voice applications from wireless and wireline terminals, i.e. create a form of fixed mobile convergence (FMC).

A structured approach
to deploying a SIP architecture

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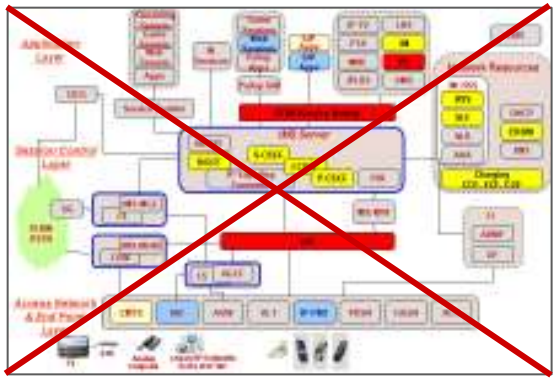
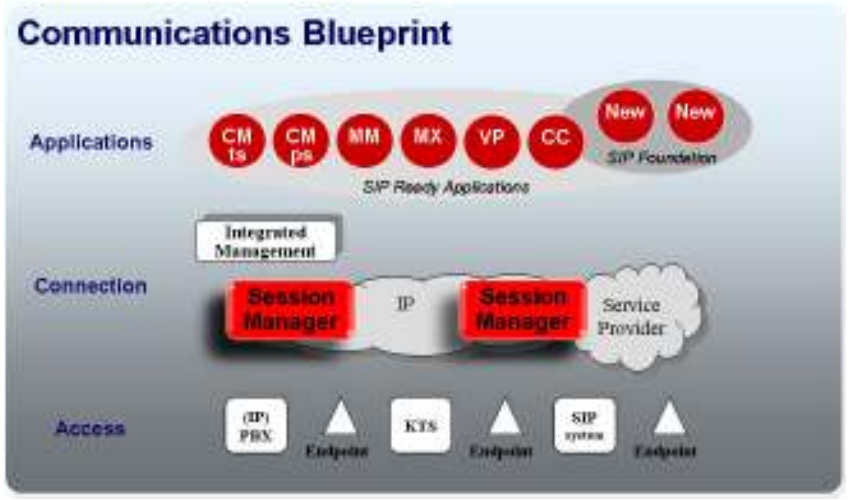
- Take **principles** and appropriate SIP standards from 3GPP IMS
- Uniquely **simplify and make practical** for enterprise use
- Three tier architecture, decouples users and access points from applications
- Provide natural evolution for Avaya Communication Manager customers
  - Existing telephony capabilities become a SIP feature server
  - New feature servers easily added and combined
- User profiles centrally map users to application



IMS defined by 3GPP



Avaya Reference Architecture

Avaya´s Enterprise-IMS Concept

Market / Customers

- **First IMS Architecture adapted to the special needs and requirements of Enterprise Customers.**

Service Provider
Motivation for IMS

- Application
- Session Management
- Access

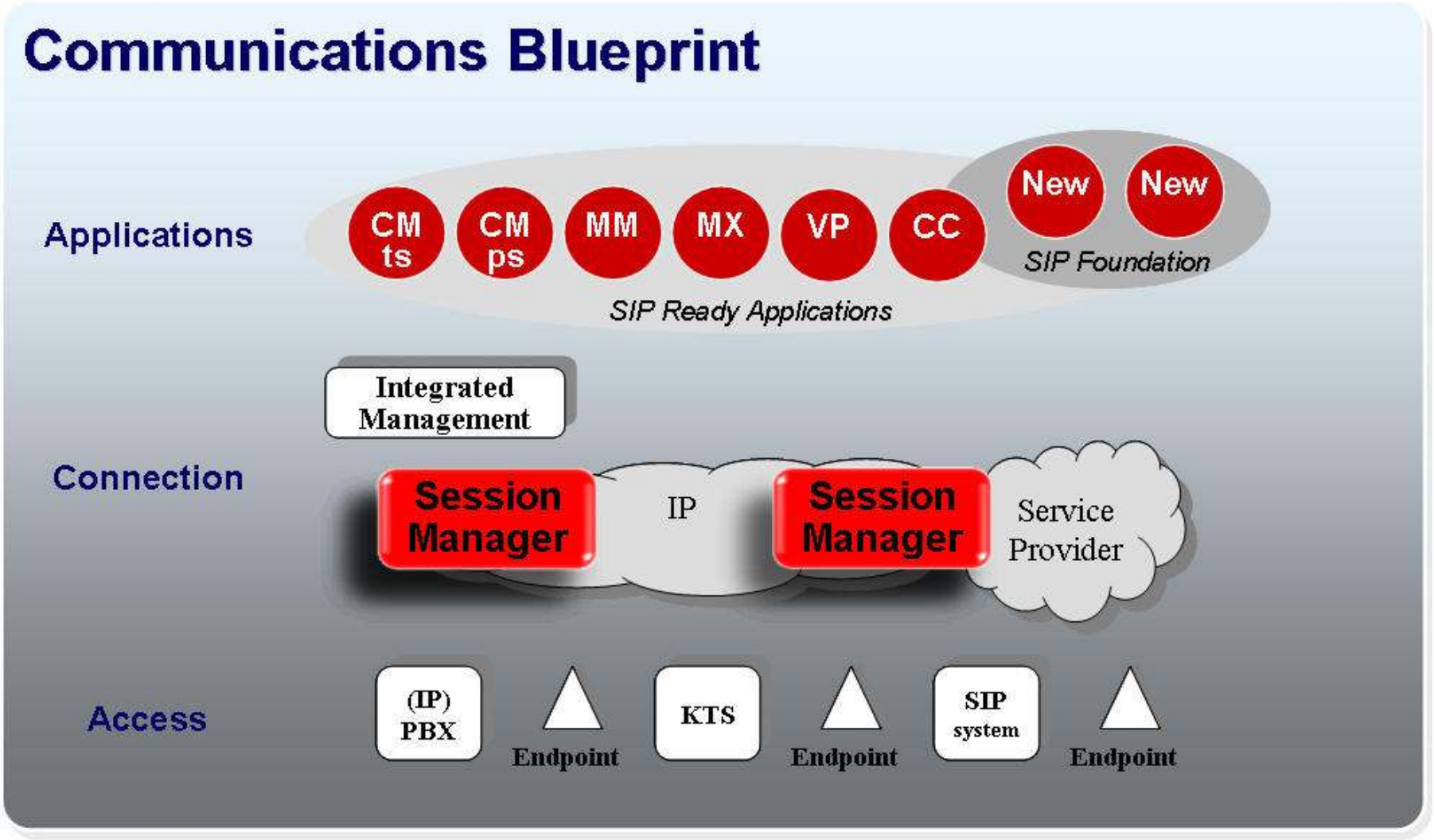
Enterprise
Motivation for IMS

- Application
- Session Management
- Access

AVAYA one-X®

Avaya E-IMS is the Evolution of large distributed PBX Networks

Avaya´s Enterprise-IMS



Avaya´s Unique Concept
For Enterprise Communication

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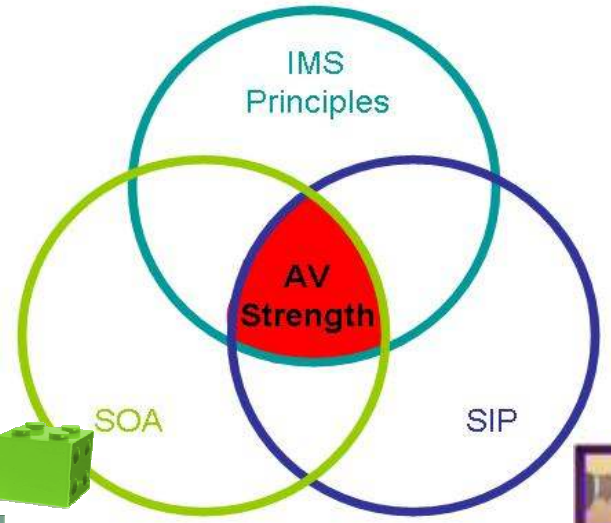
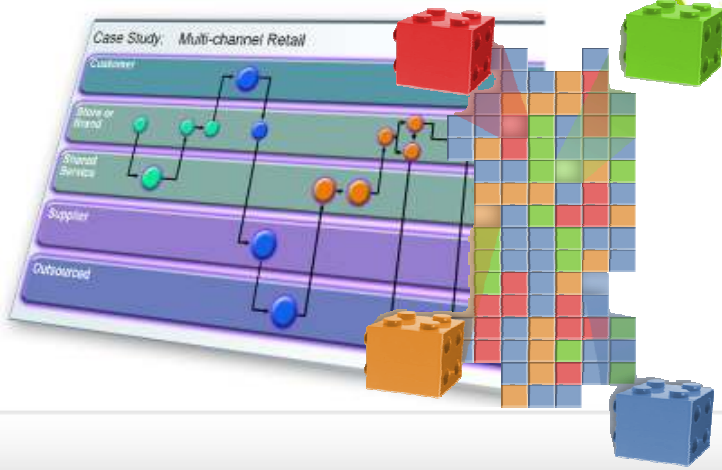
IMS: Favorite Core Structure Technology

Solutions Platform

SOA: Favorite Core Application Technology



SIP: Favorite Core Communication Technology



Evolutionary and Revolutionary

Avaya´s Reference Architecture
For Business Communications

End to End Management Security and Serviceability

Perform

Intelligent Access and Enterprise Application Integration

Collaboration and Interaction

Multive

Core Communication Services

Communication Management

Presence Management

Process Management

Session Management

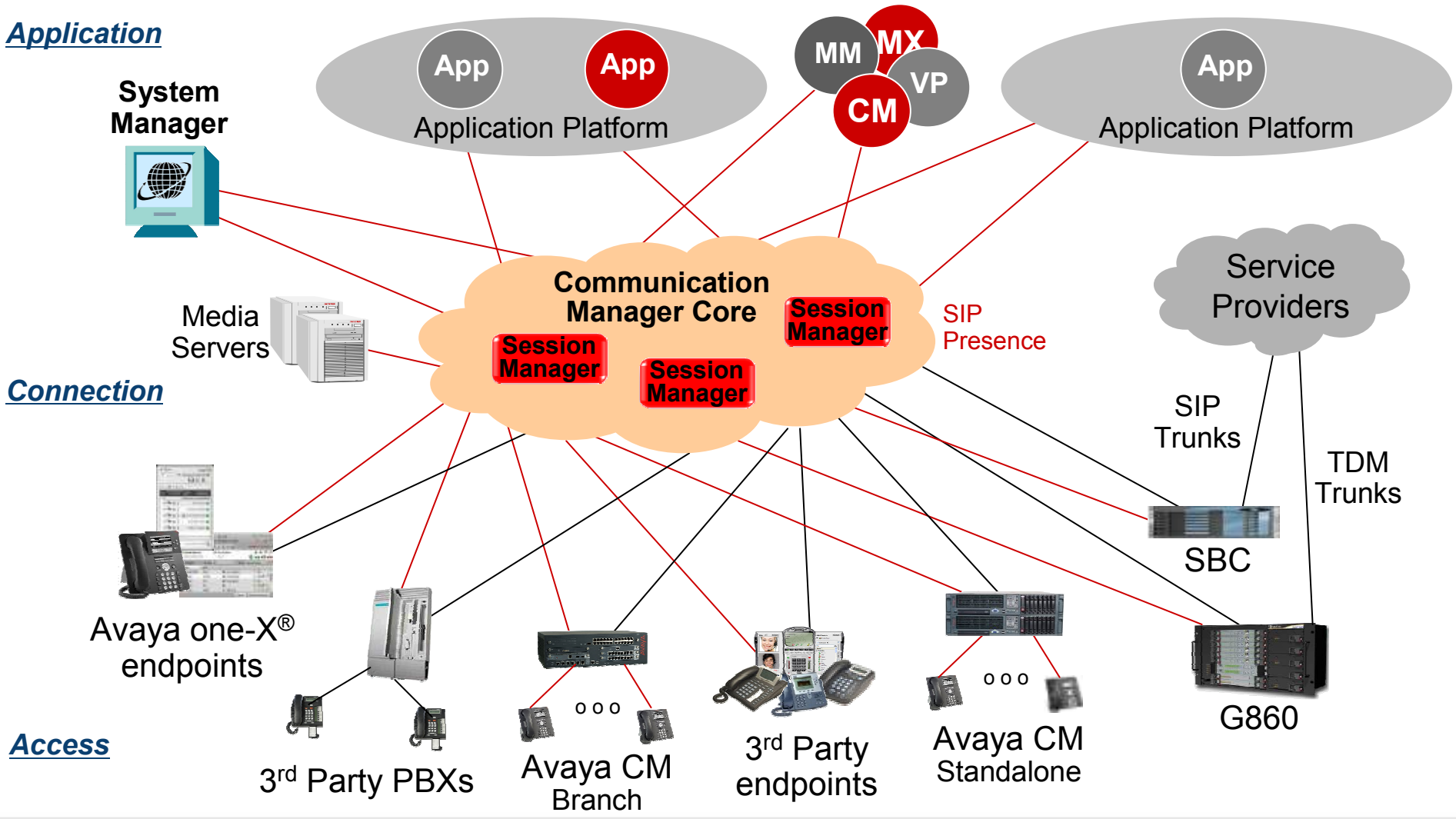
SIP Application Server

Communication Infrastructure

SIP AS and Shared Communication Services

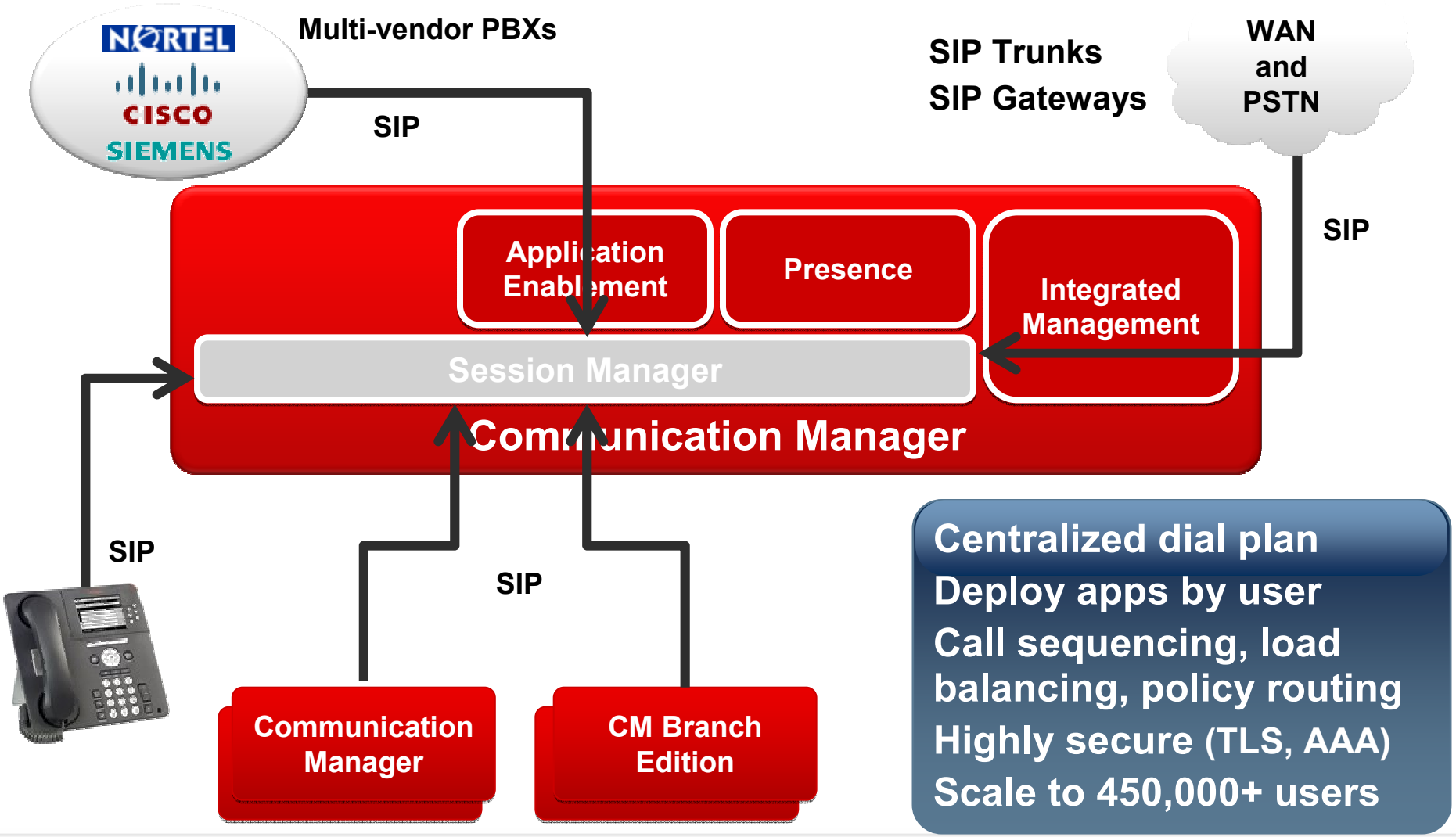
Global Session Management

Next Generation Communications



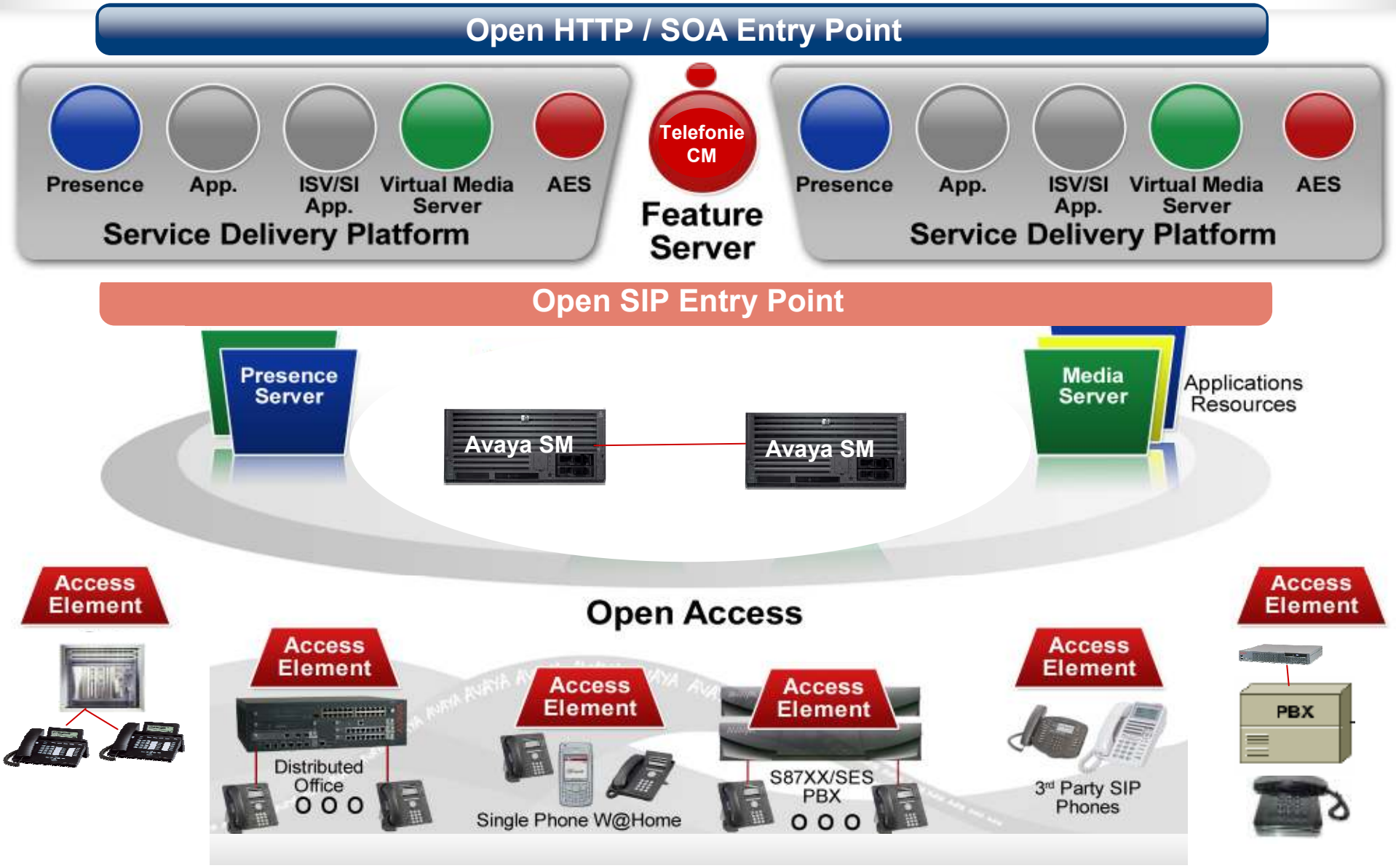
Avaya Communication Manager

Session Manager



- Centralized dial plan
- Deploy apps by user
- Call sequencing, load balancing, policy routing
- Highly secure (TLS, AAA)
- Scale to 450,000+ users

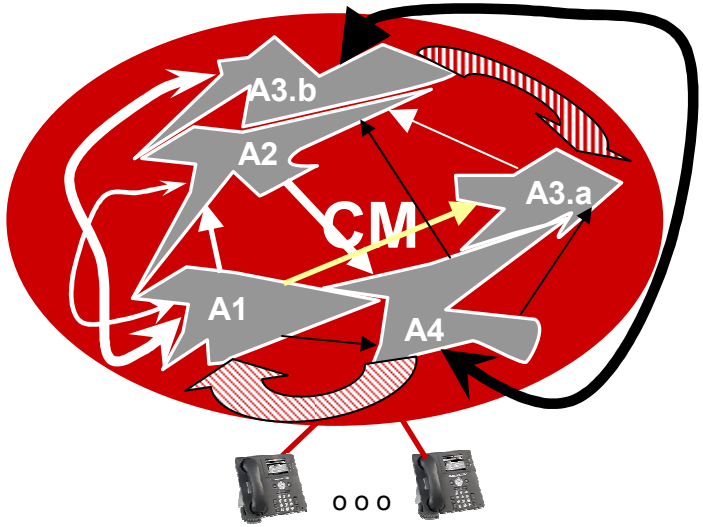
Avaya Enterprise-IMS Architecture
Panorama view

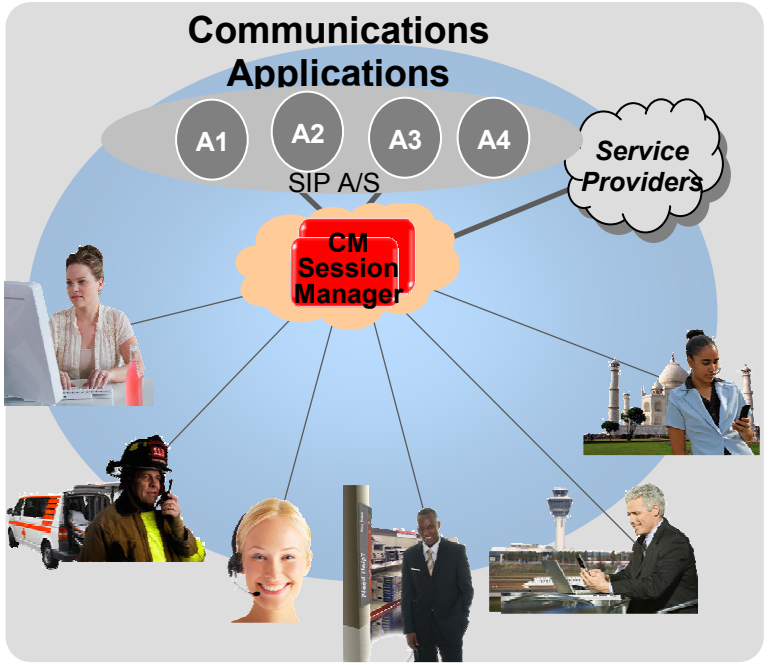


Benefits of Avaya SIP-based Architecture

Application Agility

- Centralized profile mapping people to communications applications
- No PBX Upgrades Needed – Just Add Application to Server
- Easily deploy the right unified communications and contact center capabilities to the right people
- Quickly add different features for different people Extend existing applications without changing them

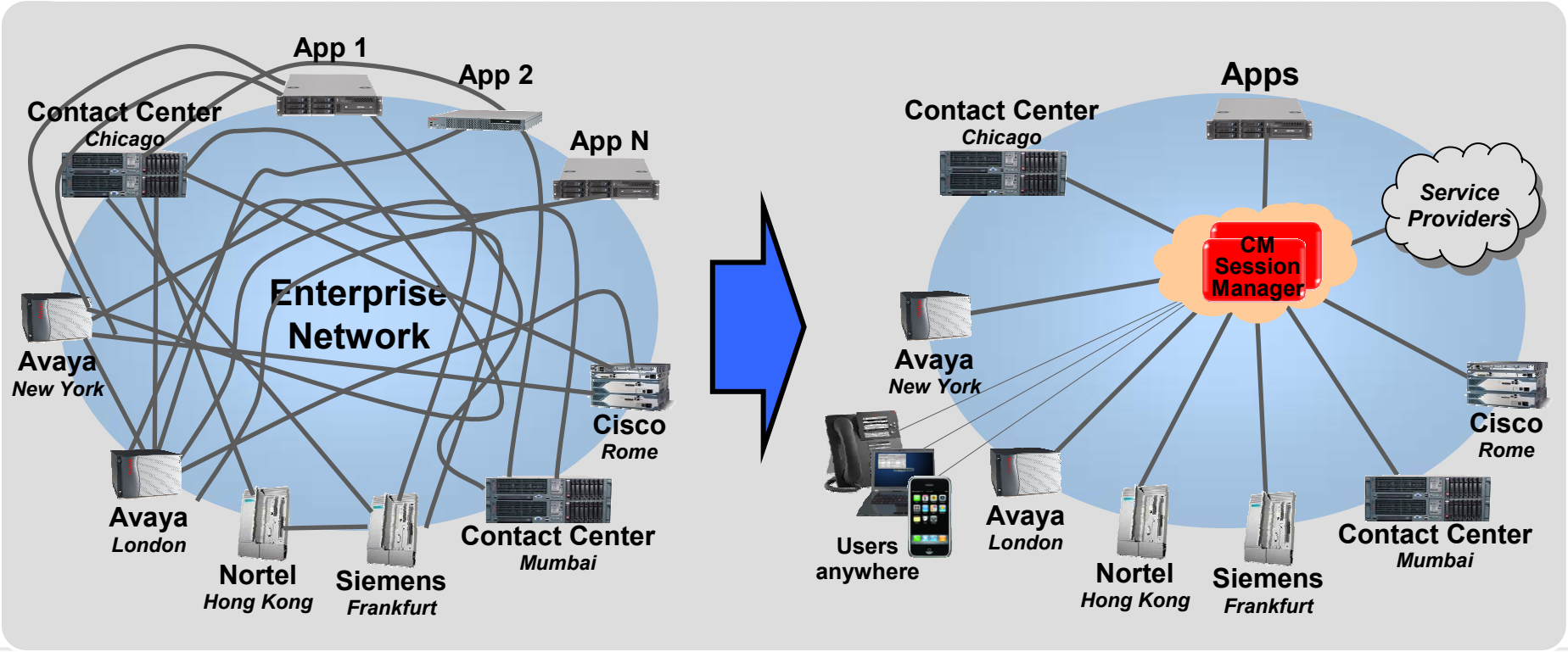




Benefits of Avaya SIP-based Architecture

Flexibly connecting users, applications and systems Enterprise-wide

- One enterprise dial-plan for all systems, centrally managed
- Centralizes Call Admission Control
- Simplifies Network Interconnect
- Simplifies Centralized Application Deployment



Avaya E-IMS Architecture Business Benefits

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Lower TCO

- Save telecommunications costs by integrating multi-vendor systems into a single dial-plan with increased on-net call routing
- Introduce lower cost SIP trunking centrally
- Reduce management, energy and h/w costs with consolidated software-based architecture

Business Agility

- Quickly deploy UC and contact center applications to distributed locations & people
- Integrate communications with business applications
- Integrate multi-vendor systems allowing gradual replacement of legacy investments

Evolutionary and Open

- Maintain all existing features while incrementally adding new technologies
- Rich integration with Microsoft, IBM, Google and other business applications
- Open standards and multi-vendor interoperability eliminates “lock in”

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thank you

Extraordinary Solutions for Extraordinary Times

www.avaya.com