



# La tecnologia e l'offerta Cloud di Avaya

***Andrea Iacomussi e Armando Capone***

# Decisions you need to make in the next 12 months

Social  
what?

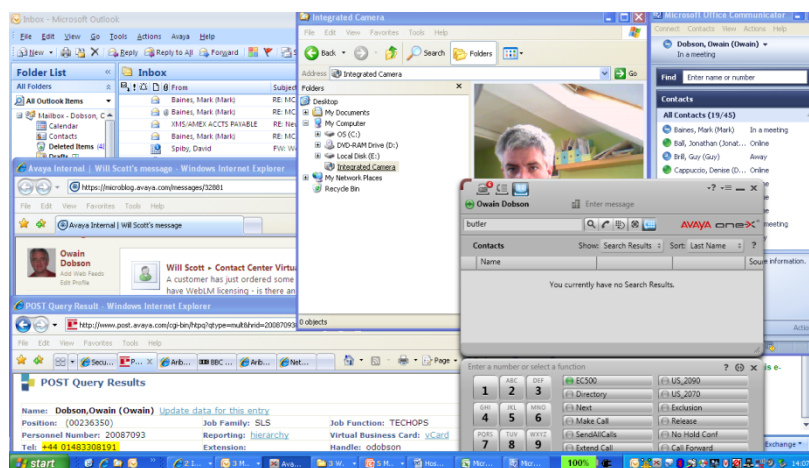


Delivering perfect  
service!



A new disparate  
world of  
endpoints?

Unified comms – intelligent collaboration and context?



Coping globally

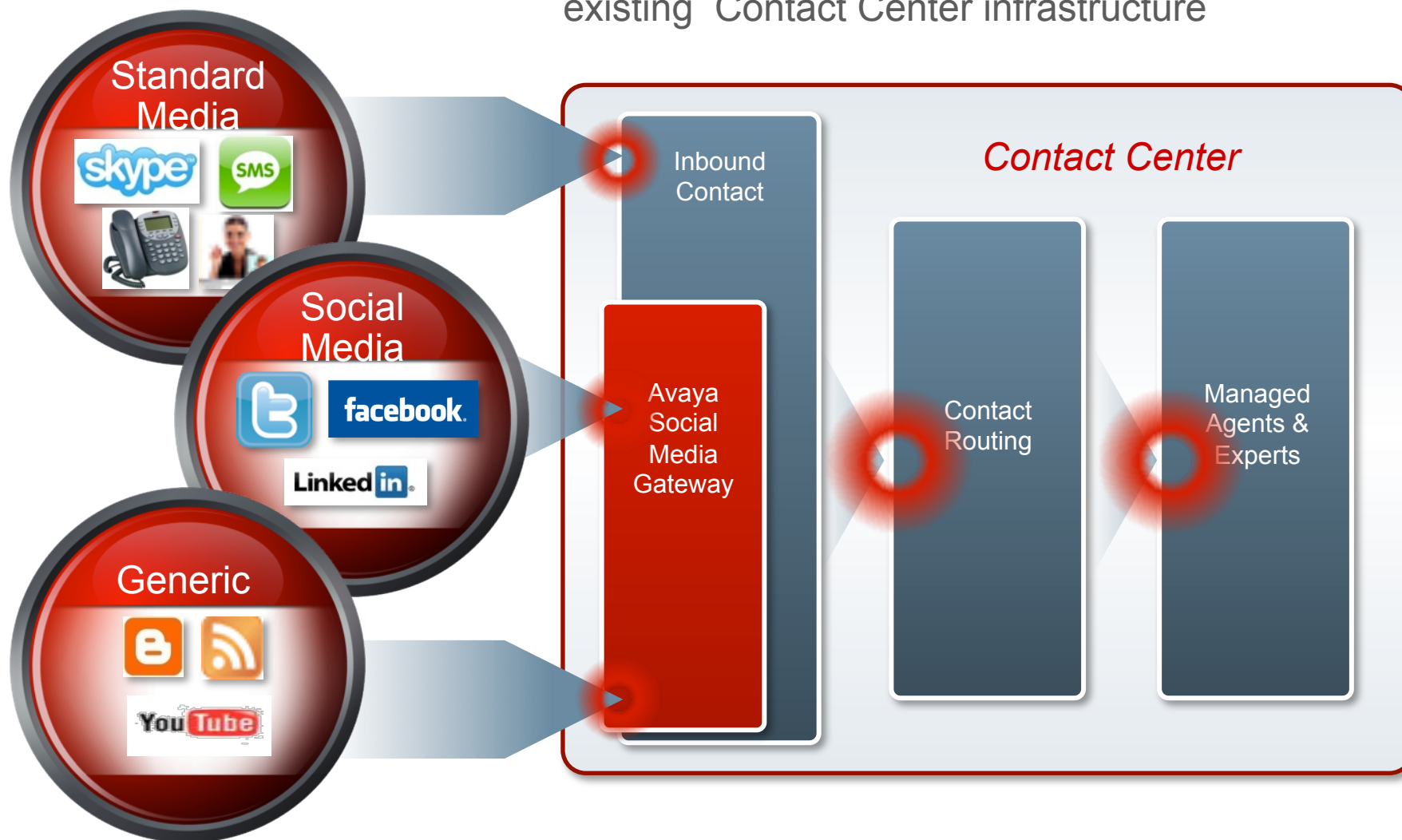


- Adopt the RIGHT innovation to suit you and your customers
- Make it work globally

# Social Media Manager

## *Automating & Integrating Social Media*

Scan, process and respond to events from social media using existing Contact Center infrastructure



# From smartphone to Agent



Technical  
Support

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Type  
of Issue

Basic  
Troubleshooting

Description  
of Problem

# Manage Collaboration with Avaya Flare

The Flare Experience provides true universal collaboration across any modality, efficient management of contacts, and simple access to contextual information during any given session



ADVD



Tablets



Mobile Devices



SIP Phones



Laptops, PCs

A common experience regardless of access device or connectivity method

# Virtual conference



# Emerging Products & Technology

## Enterprise User Experience

Intelligent, context-aware, fit-for-purpose enterprise communications management.



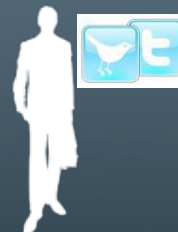
## Communications Enabled Workflows

Automated, event driven, closed-loop notification, collaboration, and brokered interaction.



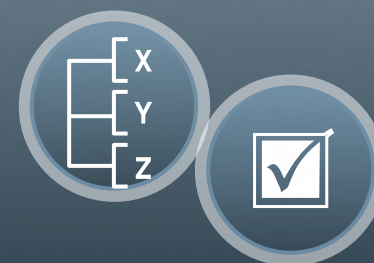
## Customer Connections

Consumer interactions via mobile apps, social networks, video, and external social media streams



## Customer Experience Optimization

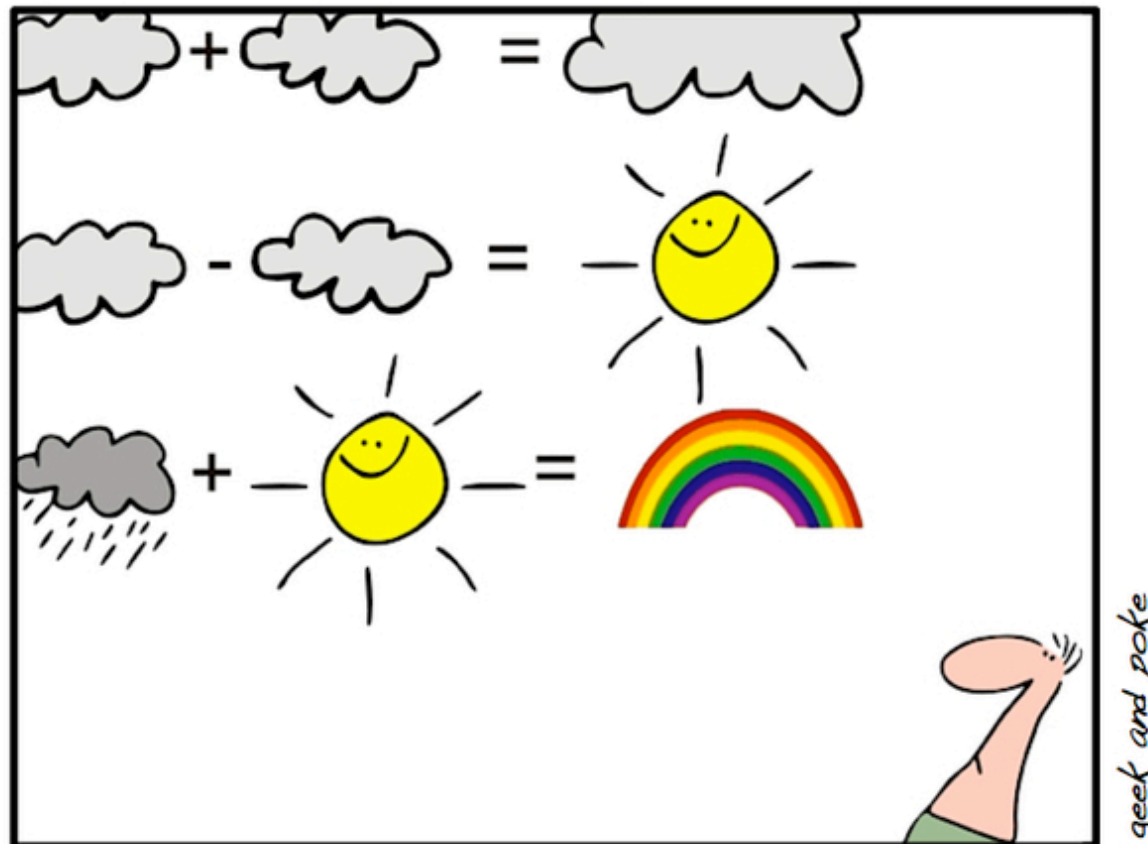
Track, analyze, and improve entire experience with optimized flow, agent compliance and efficiency



## Cross Functional Initiatives Cloud Services



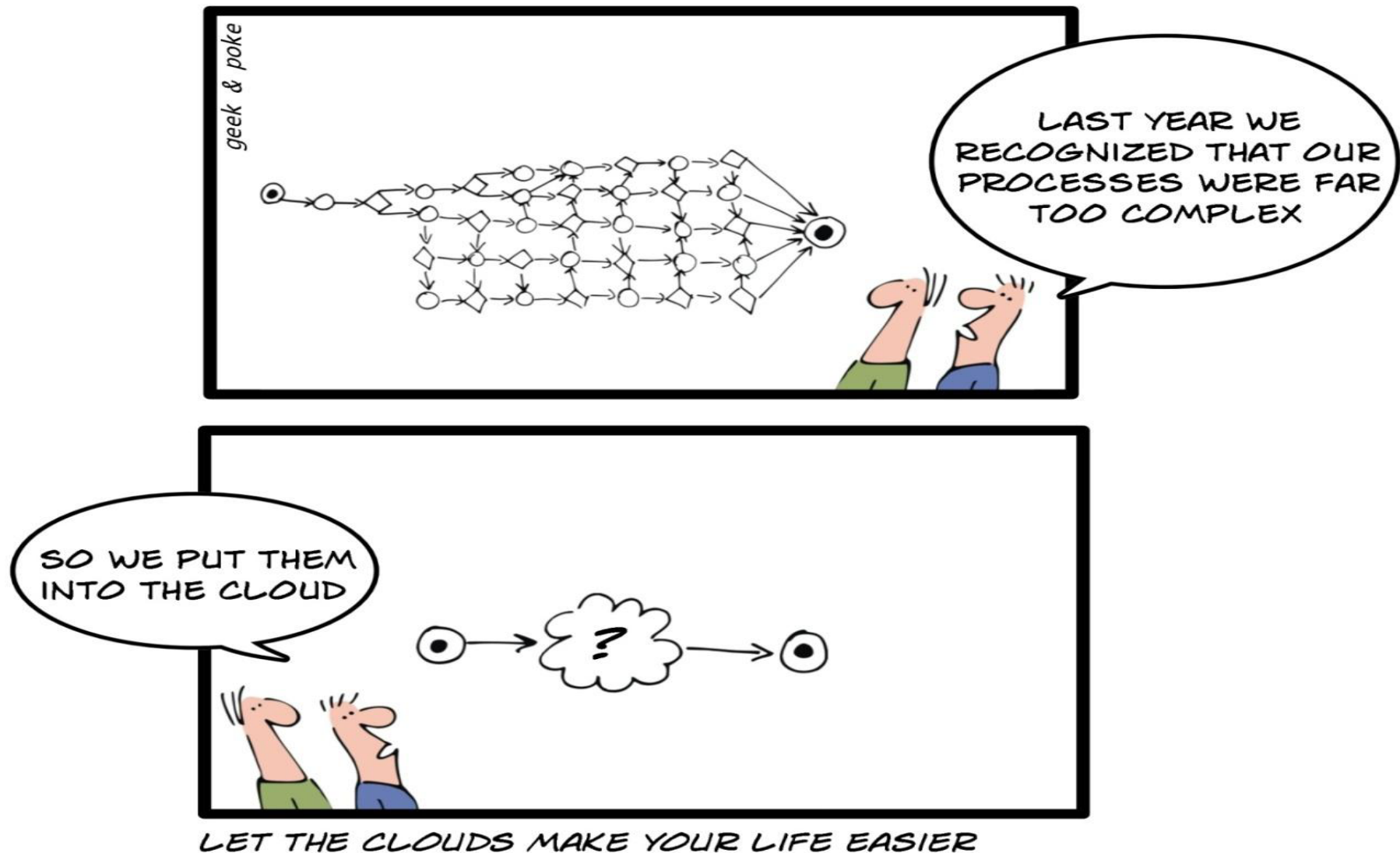
# Cloud Computing?



geek and poke

**SIMPLY EXPLAINED - PART 17:  
CLOUD COMPUTING**

# Clouds makes the life easier



# Gartner's Cloud Computing Outlook



By 2013, at least 75% of customer service centers will use some form of a SaaS application in their contact centers

# Gartner's Cloud Computing Outlook

## Gartner's Cloud Computing Outlook 2011

Which enterprise functions will be outsourced in the new world of cloud computing?

- Enterprise social networks
- Next-gen mobile apps
- Multi-enterprise collaborative services
- Social intelligence apps



**CIO INSIGHT**

# Gartner's Cloud Computing

## Gartner's Cloud Computing Outlook 2011

### Key characteristics of “as-a-service” cloud technologies:

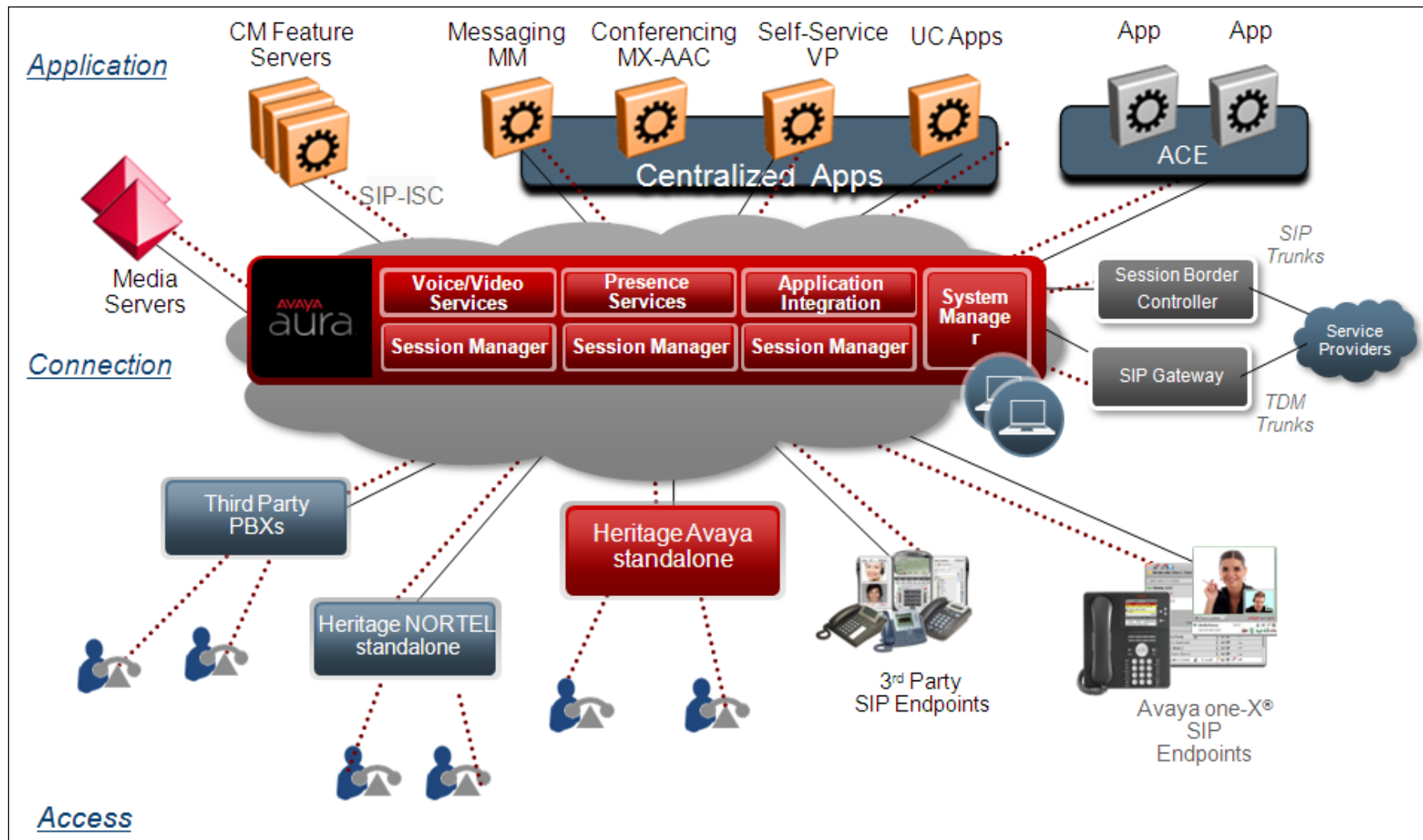
- Pay as you go/use
- Turn on/turn off as you wish
- Multi-tenant and not simply an outsourcing of apps



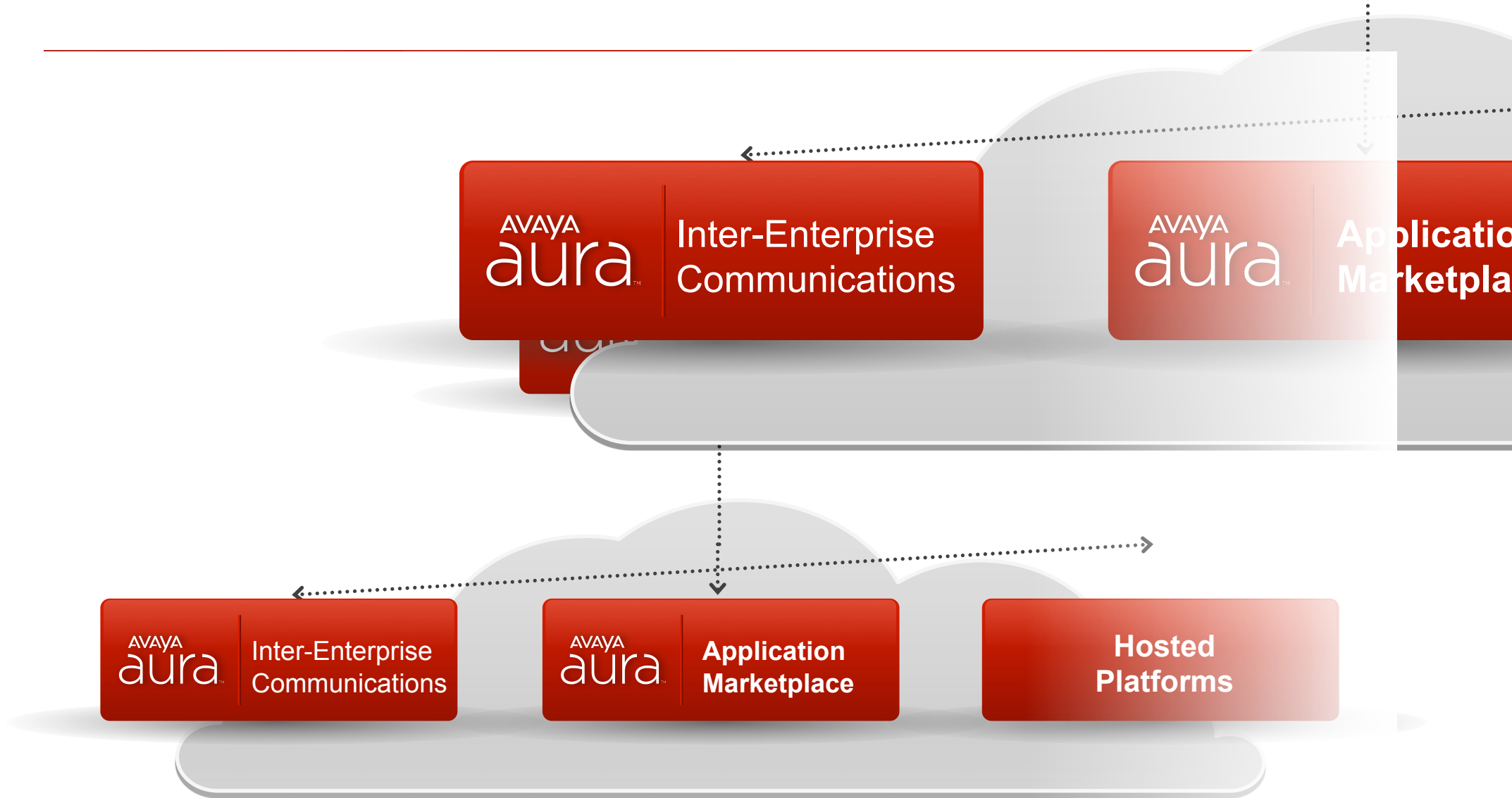
**CIO INSIGHT**

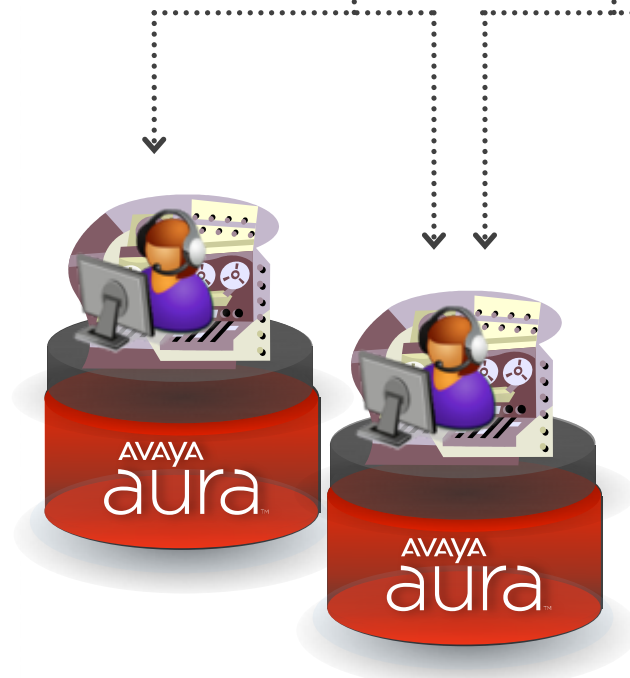
# Avaya Aura Architecture

# Avaya Aura Cloud enabling architecture

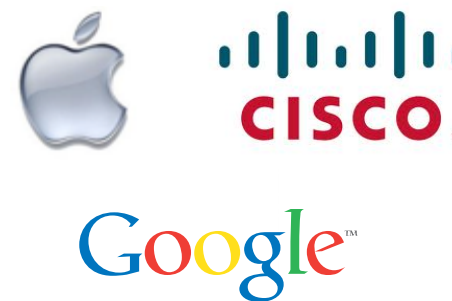


# Avaya Aura Cloud Services Architecture





**Aura to Aura**



**Aura to Others**



Download

This block represents 'Premise Applications'. It features a blue rounded rectangle containing a black circle with a white downward arrow and the word 'Download'. Below this is a screenshot of a software interface, likely a contact center or CRM application, showing various panels and a central workspace.

**Premise  
Applications**  
Flare, Aura,  
ACE

SaaS

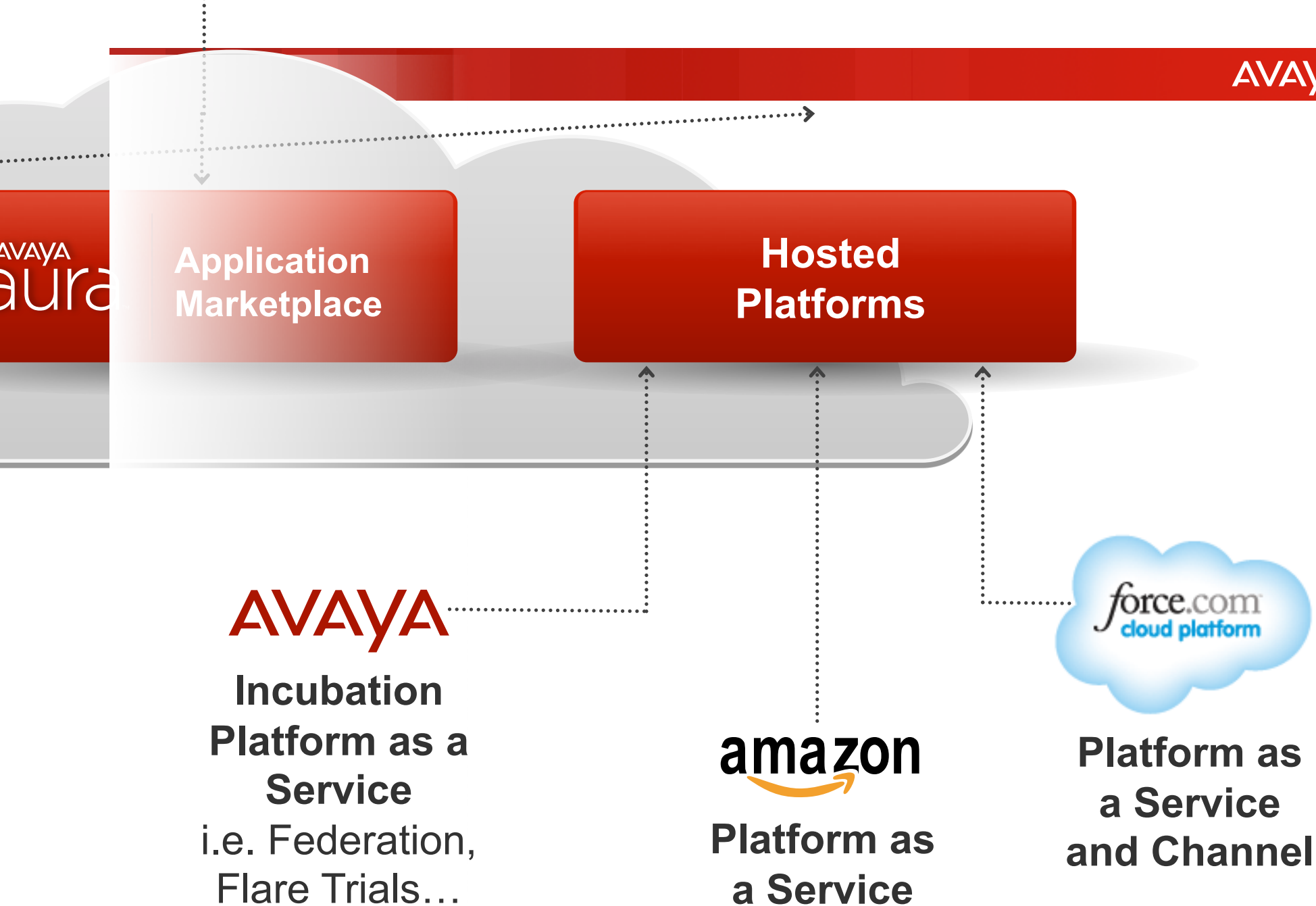
This block represents 'Cloud Applications'. It features a blue rounded rectangle containing a diamond-shaped icon with four smaller diamonds inside, followed by the text 'SaaS'. Below this is a screenshot of a virtual meeting or collaboration interface, showing participants in a 3D environment with screens and avatars.

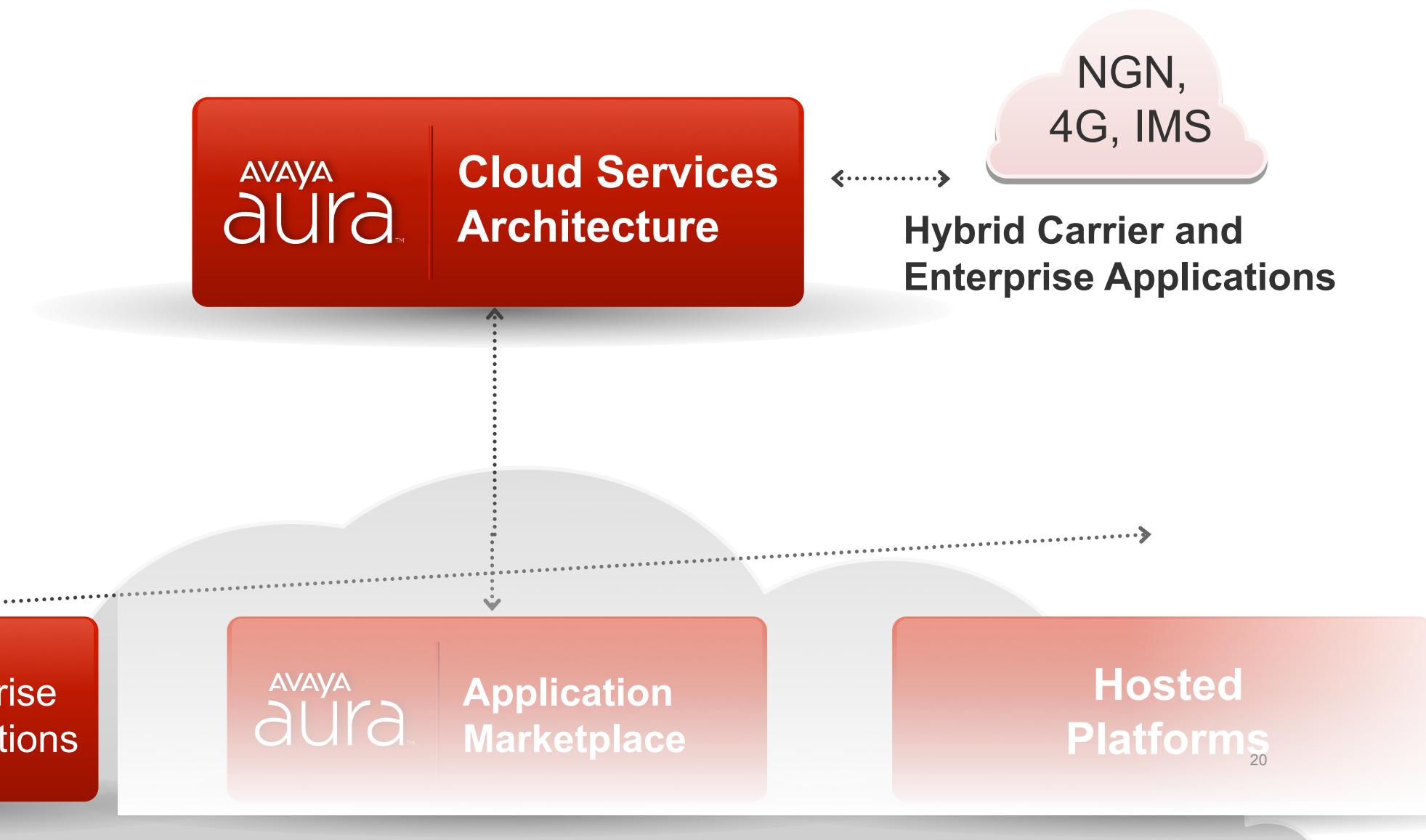
**Cloud  
Applications**

Hybrid SaaS

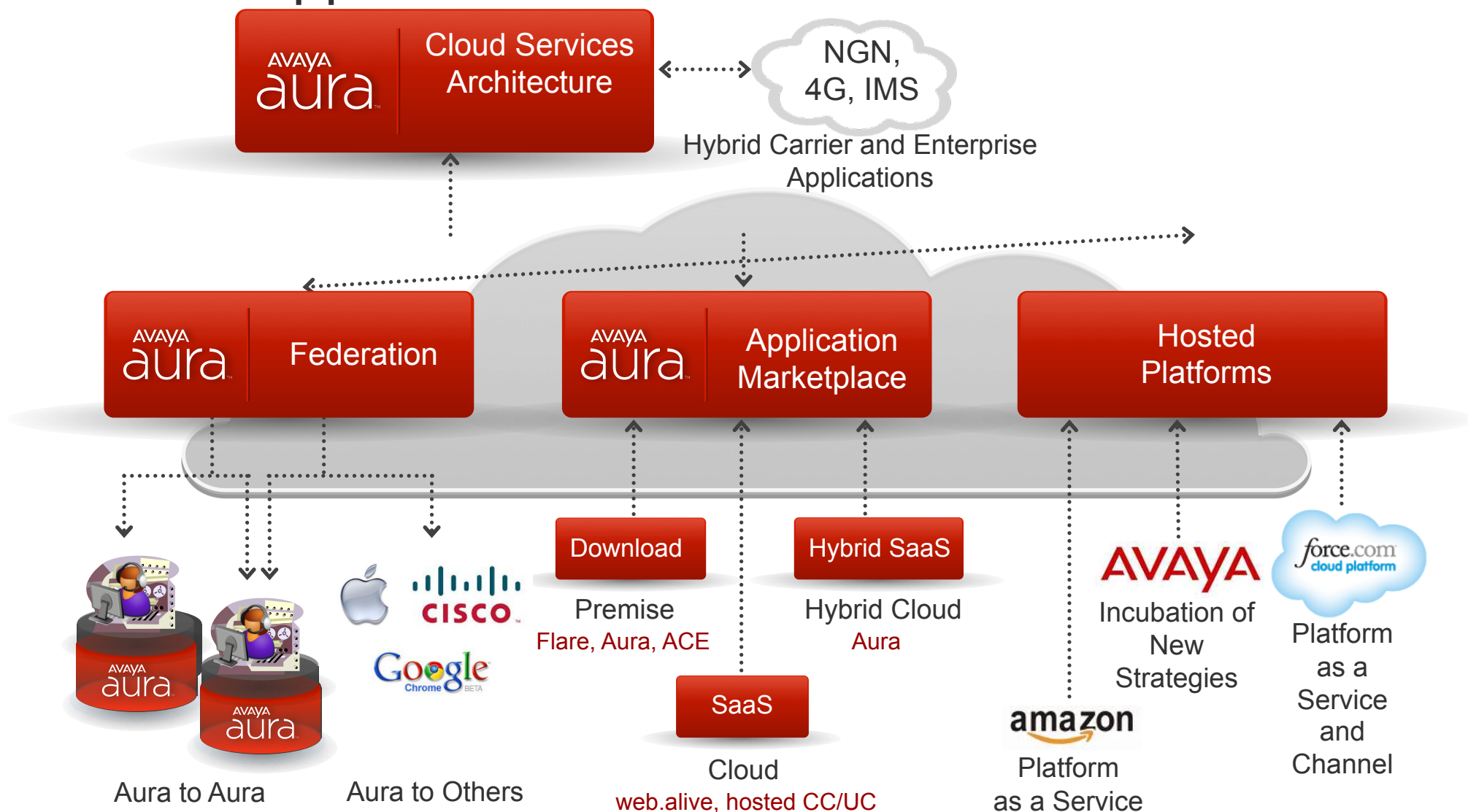
This block represents 'Hybrid Cloud Applications working with Aura'. It features a blue rounded rectangle containing a diamond-shaped icon with four smaller diamonds inside, followed by the text 'Hybrid SaaS'. Below this is an icon depicting a cloud over server racks.

**Hybrid Cloud  
Applications  
working with  
Aura**





# Deploy Communication Solutions Cloud Approach



Inter-Enterprise Communication

The image features the Avaya logo in white, bold, sans-serif capital letters. The logo is centered on a vibrant red background. Surrounding the logo are faint, wispy, light-colored patterns that resemble smoke or ethereal light trails, adding a sense of motion and depth to the composition.

# AVAYA

The Power of We™