AVAYA

The Power of We™

La tecnologia e l'offerta Cloud di Avaya

Andrea Iacomussi e Armando Capone

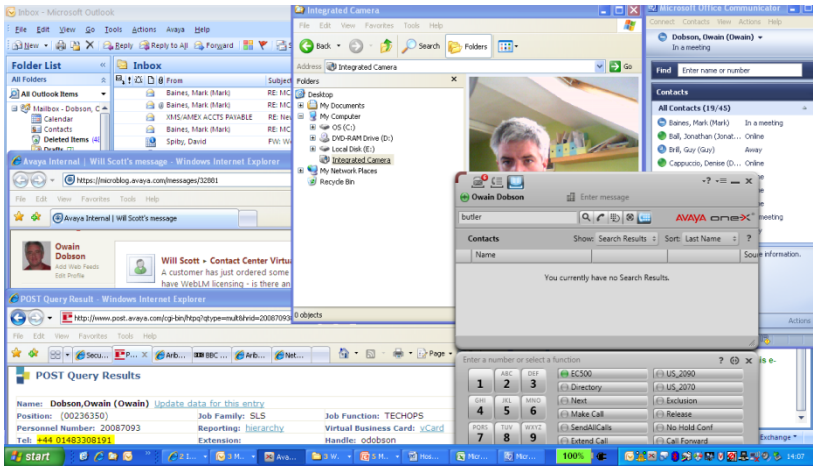
Decisions you need to make in the next 12 months

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

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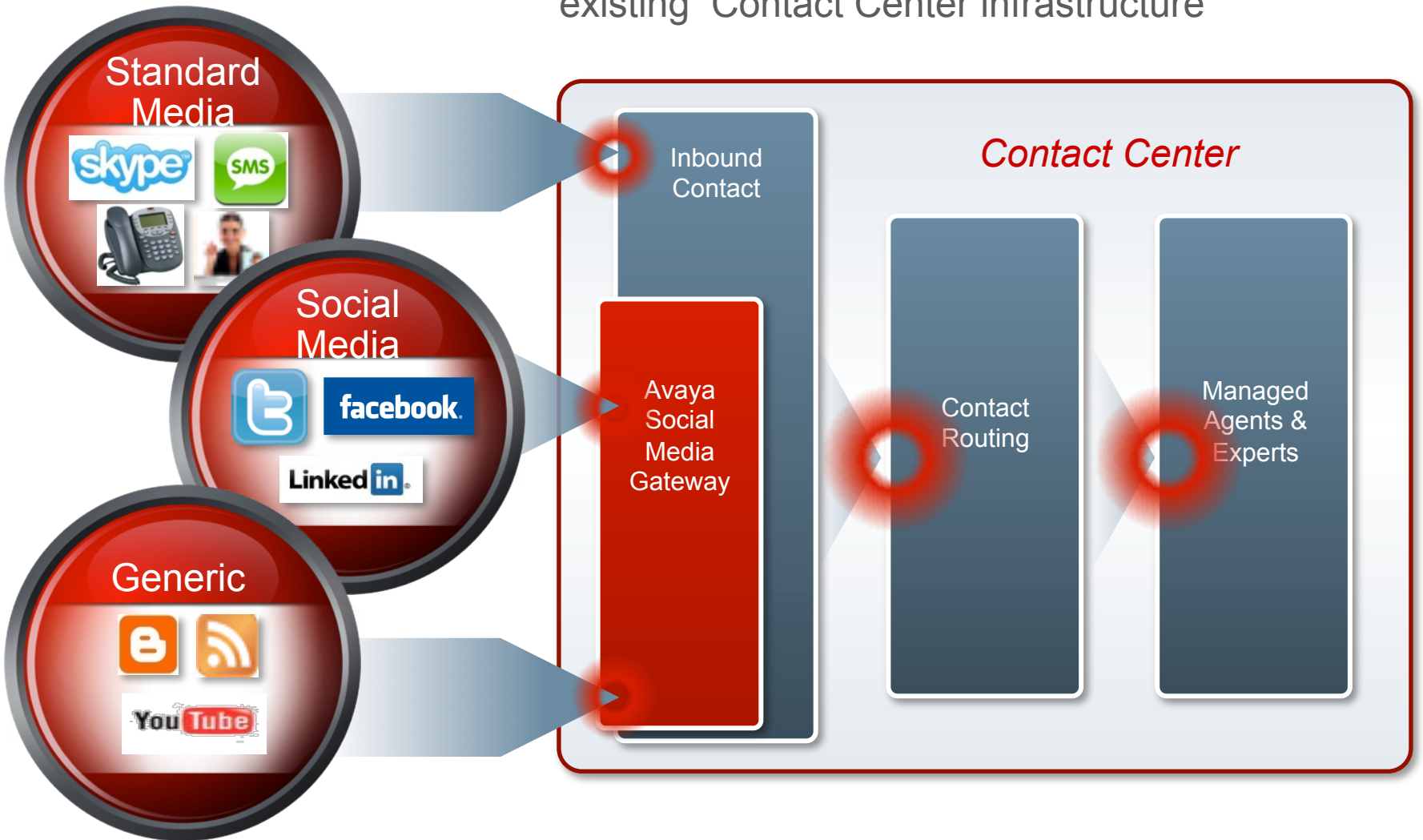
Social Media Manager
Automating & Integrating Social Media

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



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From smartphone to Agent

Technical Support

Type of Issue

Basic Troubleshooting

Description of Problem

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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

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Virtual conference

Emerging Products & Technology

Enterprise User Experience

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

Communications Enabled Workflows

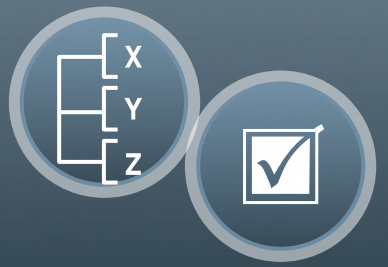
Automated, event driven, closed-loop notification, collaboration, and brokered interaction.

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

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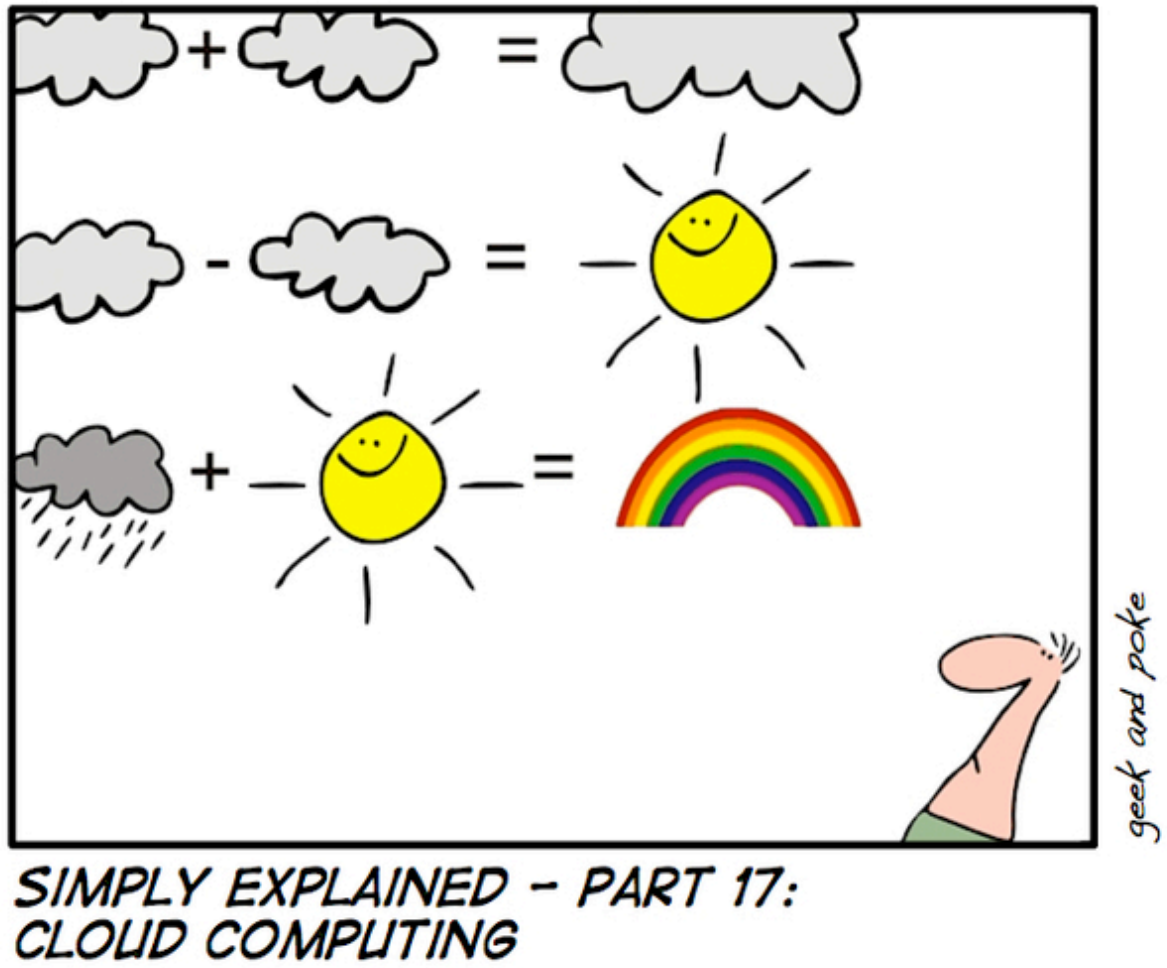
Cloud Computing?



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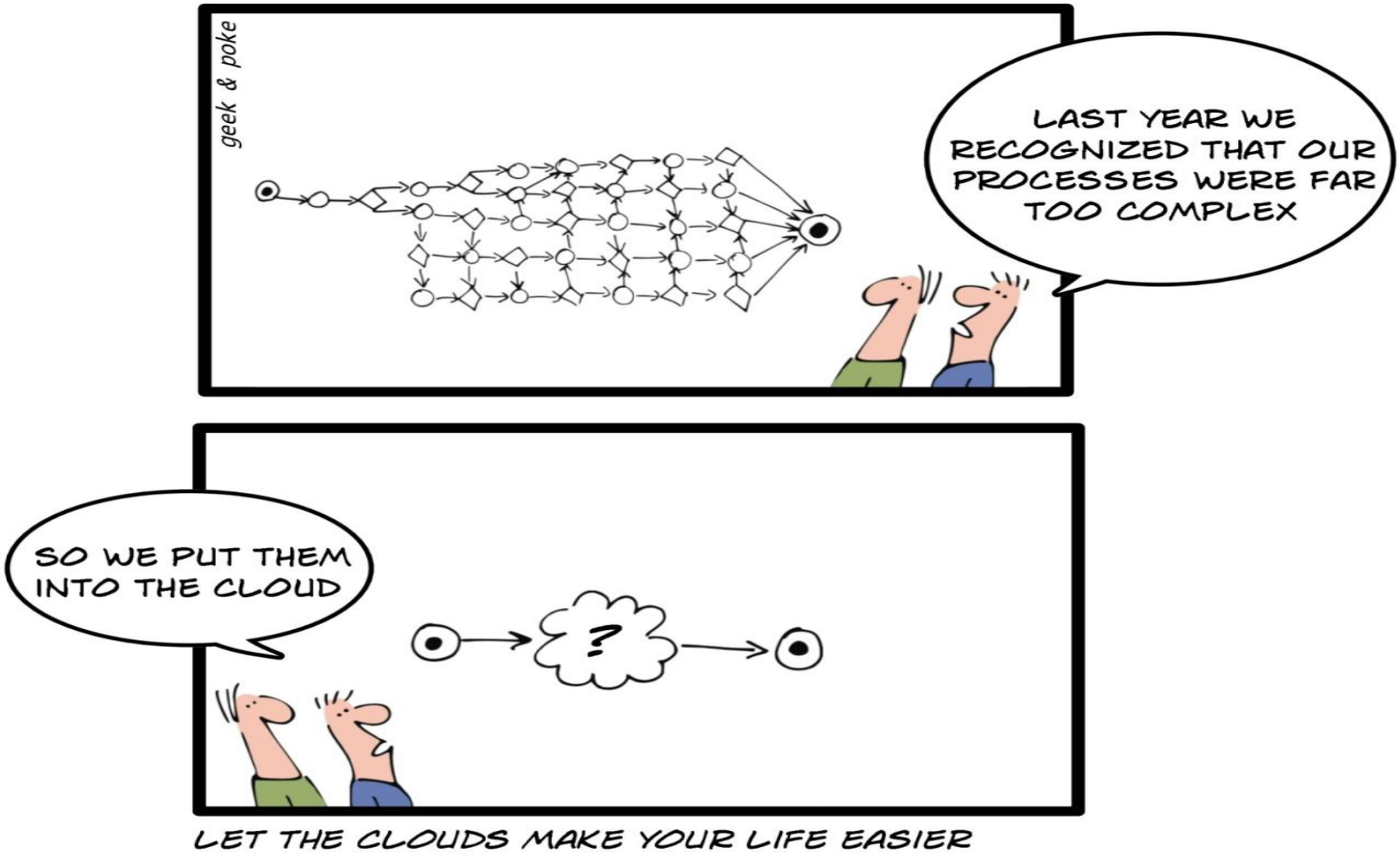
Clouds makes the life easier



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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

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Gartner's Cloud Computing Outlook

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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

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Avaya Aura Architecture

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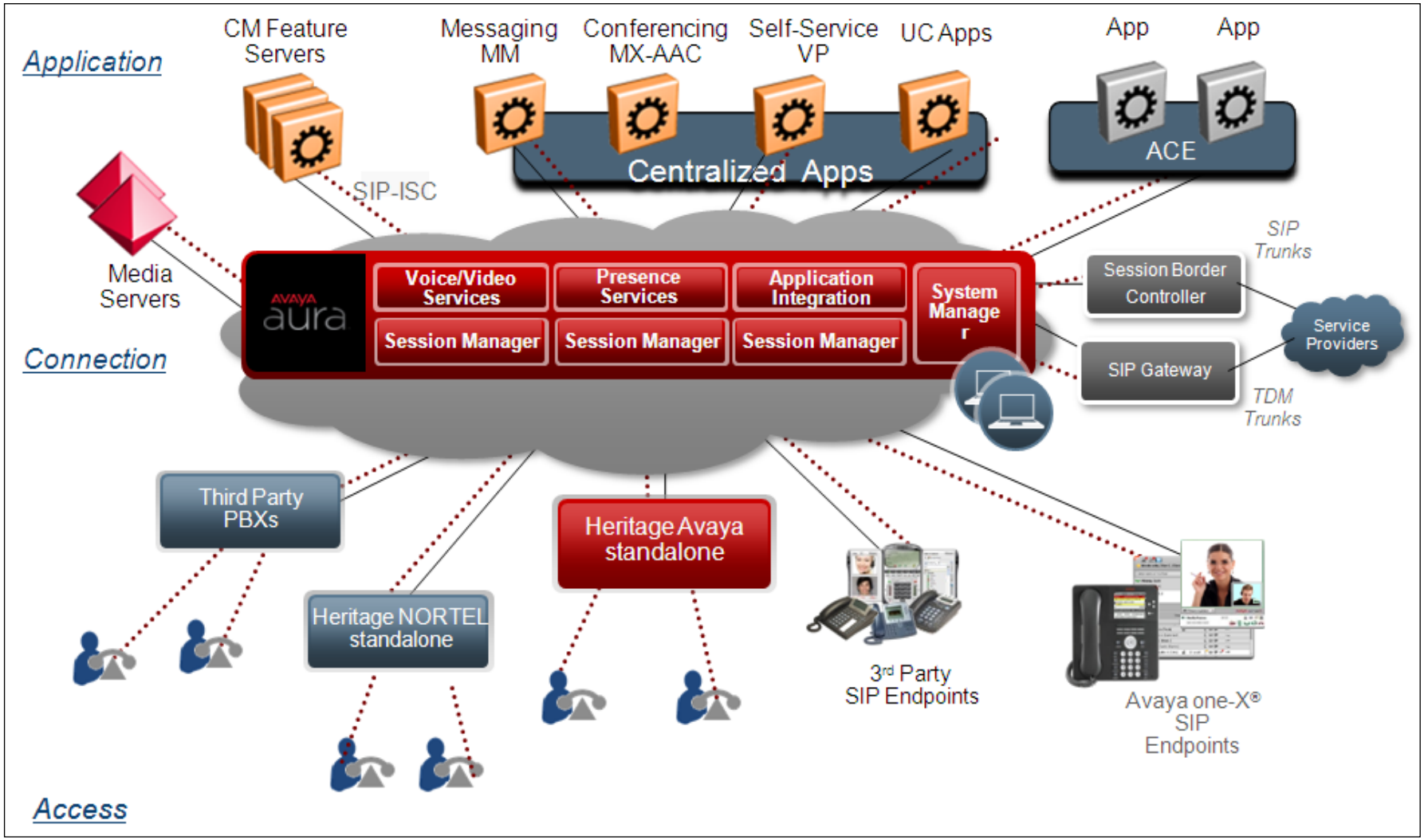
Avaya Aura
Cloud enabling architecture



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Avaya Aura Cloud Services Architecture

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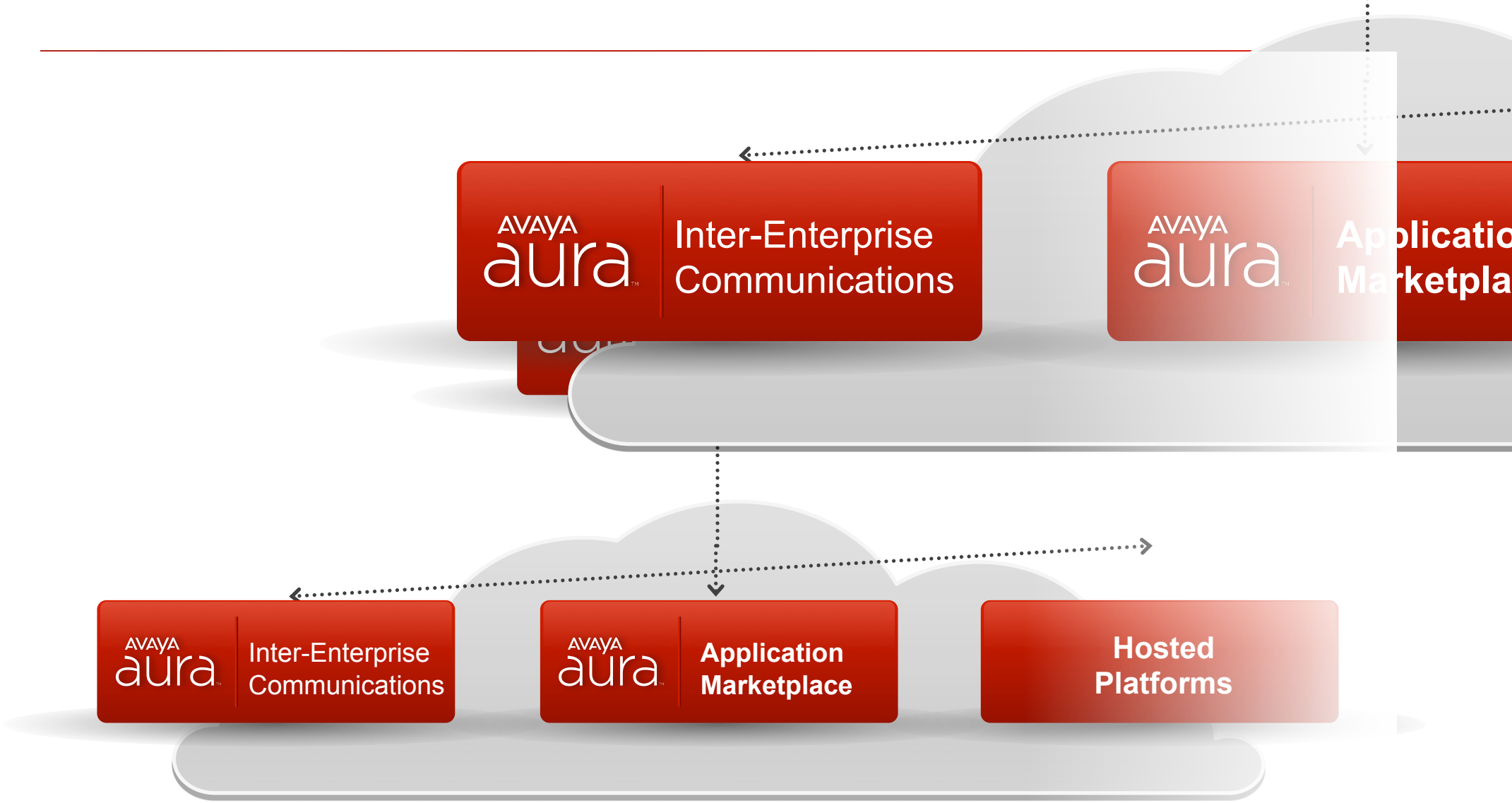

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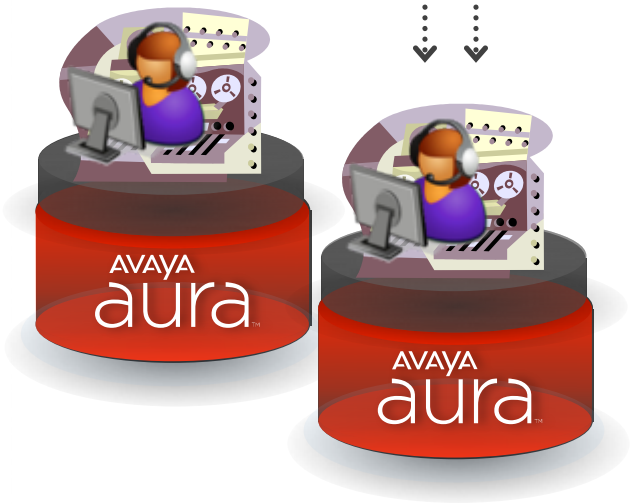
AVAYA aura™ Inter-Enterprise Communications

AVAYA aura™ Application Marketplace



Aura to Aura

Aura to Others

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17

AVAYA

Universe
Inter-Enterprise
Communications

AVAYA aura™ Application Marketplace

Hosted
Platforms

Download

Premise Applications
Flare, Aura, ACE

SaaS

Cloud Applications

Hybrid SaaS

Hybrid Cloud Applications
working with Aura

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18

AVAYA aura

Application Marketplace

Hosted Platforms

AVAYA

Incubation Platform as a Service

i.e. Federation, Flare Trials…

amazon

Platform as a Service

force.com cloud platform

Platform as a Service and Channel

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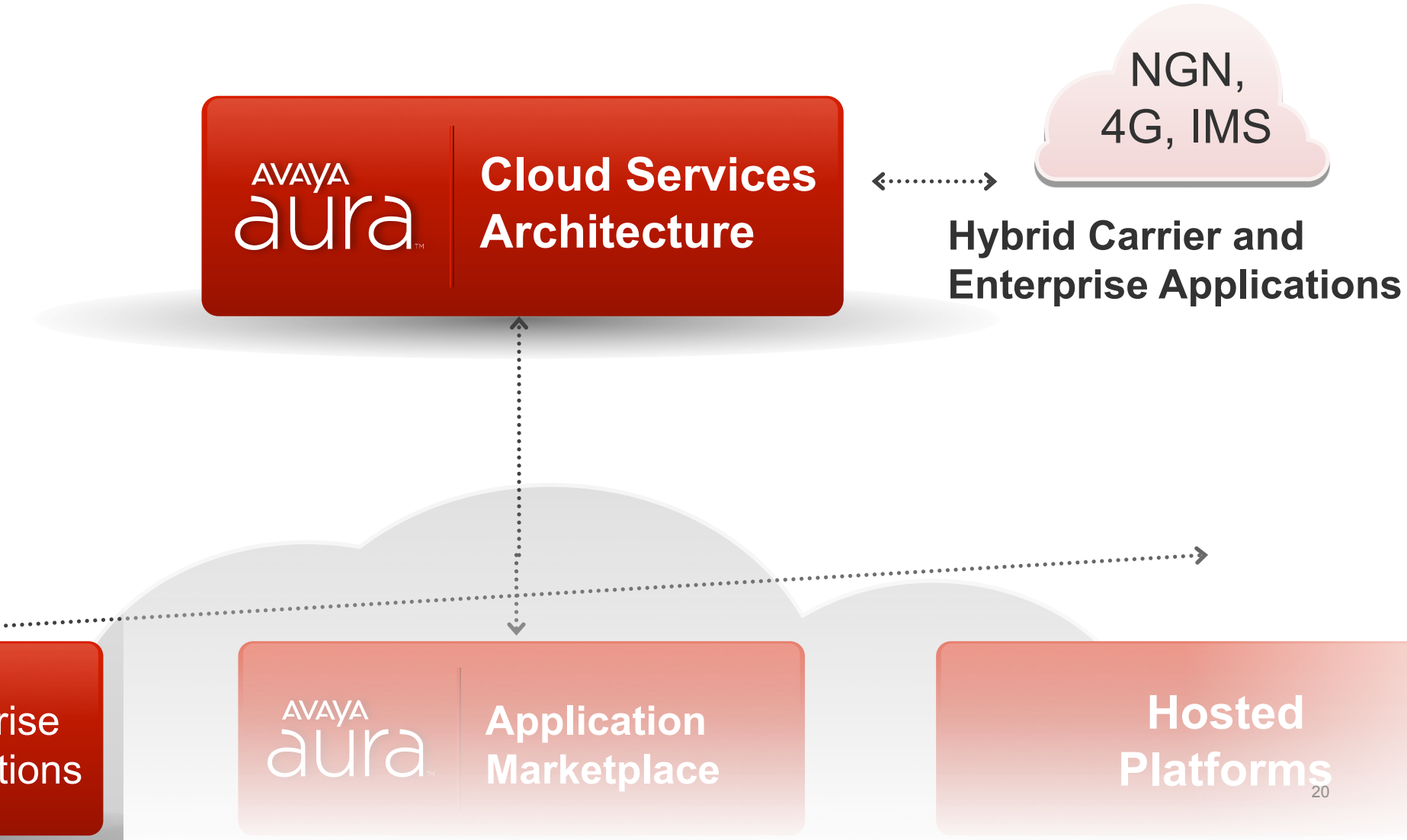
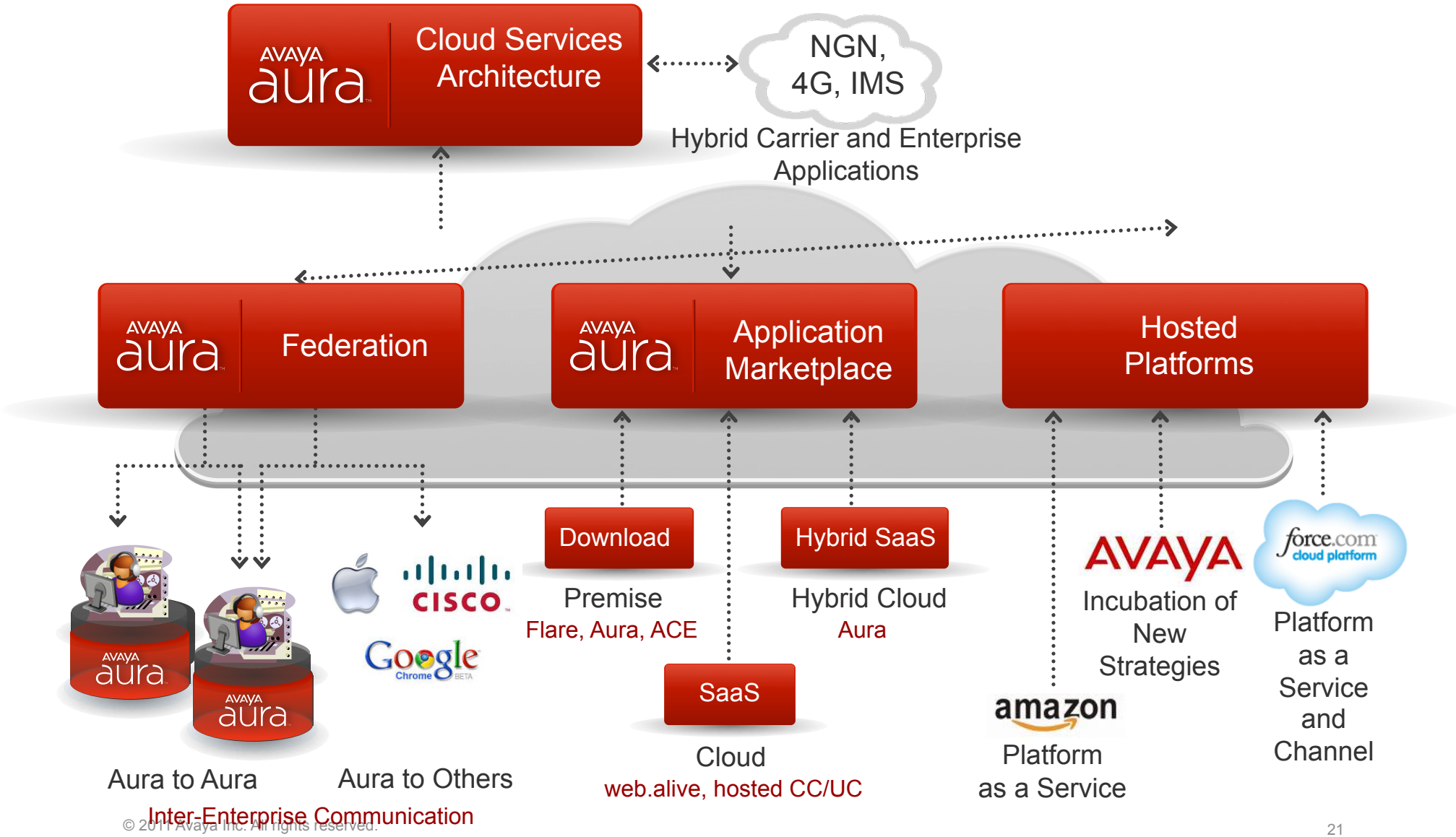

AVAYA aura
Cloud Services Architecture
NGN, 4G, IMS
Hybrid Carrier and Enterprise Applications
rise
tions
AVAYA aura
Application Marketplace
Hosted Platforms

Deploy Communication Solutions Cloud Approach



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