



Engage The Power of We™

Eight Reasons to Move to Avaya Aura Release 7

With Avaya Aura, you can:

- Move your enterprise to the Era of Engagement
- Enhance the security of your communications network
- Reduce your Total Cost of Ownership
- Expand your SIP deployments to 250,000 users and 350,000 SIP devices

The Avaya Aura® Platform does more than provide unified communications. It provides a foundation for the new Era of Engagement.

Active participation, pervasive collaboration and quality experiences define the new Era of Engagement for today's enterprises. Getting together with customers, coworkers, and suppliers is no longer enough. Employees need tools to take an active role in creating value, delighting customers and engaging colleagues in flexible interactions that deliver business results. Avaya Aura Release 7 offers a many ways to bring the Era of Engagement to your enterprise. Here are just a few examples.

Security

End-to-end security capabilities across the communications stack.

Security remains a top priority for all enterprises and Avaya Aura 7 builds on the capabilities of previous releases by adding a number of new features that help keep your enterprise communications network secure. These include adoption of the Advanced Encryption Standard 256 Bit (AES-256), TLS security between Communication Manager and gateways, improved certificate management and an end-to-end encryption indicator for SIP devices.

Scalability

A High performance architecture with the power to handle your growing needs.

The Avaya Aura Platform provides the capacity to support up to 250,000 users and 350,000 SIP devices. Even in the smallest configuration, the Avaya Aura platform provides an outstanding

solution for maintaining resiliency and engagement capabilities. Avaya Aura supports virtually all media types and collaboration connections with a capacity for 3.5 million busy hour call completions (BHCC) across 28 Session Managers.

Session Initiation Protocol (SIP) integration

SIP is the key to a truly open communications environment.

While the future of collaboration may be based on SIP, it is important to leverage your existing communication systems as well. Adding Avaya Aura® Session Manager to your network makes the migration to SIP flexible and efficient. There is no need for a flash cut to SIP as the Avaya Aura Platform supports a mix of SIP and non-SIP components. You can migrate your trunking, core dial plan, and end-points at a pace that makes sense for you.

About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

Open and Standards Based

Support for existing applications and third party integration.

Open standards require that a true unified communications system must integrate legacy functionality, industry leading collaboration services and key solutions developed by third party developers. Avaya Aura® is based on open standards and allows customers to leverage third party applications that add value to your unique business needs.

Web and Video Collaboration

Avaya, a leading provider of voice and video collaboration.

Avaya Communicator and Avaya Aura® Conferencing are leading applications for managing voice, web, and video collaboration from a desktop. Now highly integrated, they provide one click access to contacts, presence, instant messaging, conferencing and video collaboration from the Windows desktop, iOS devices and Android tablets and smartphones.

Lower Total Cost of Ownership

New options that reduce hardware, provide more flexibility and speed administration and maintenance.

The Avaya Aura Media Server and Avaya Session Border Controller for Enterprise can now be deployed as virtual software applications and the Appliance Virtualization Platform extends the flexibility of VMware to Avaya provided servers. In addition, new tools in Avaya Aura® System Manager make regular administration and upgrades faster and less prone to human error.

Reliability

For collaboration solutions, choose Avaya, a leader in reliability.

Avaya Aura 7 builds on the capabilities of our previous releases which included Survivable Core Server and Survivable Remote Server capabilities, and enhancements for connection preservation and call preservation across the Avaya Aura network. Avaya Aura also supports "active-active" reliability configurations. These configurations are supported by sharing the enterprise's database across all instances of Session Manager, helping to ensure that any Session Manager can be replaced by any other Session Manager in the network. This provides "hot" fail over that does not require initialization.

Investment Protection

A solution for migration not "Rip and Replace."

When moving to the Era of Engagement, few enterprises can afford to start from scratch. Existing infrastructure, network equipment, and voice systems should not have to be scrapped to permit a business to meet its changing needs. The Avaya Aura applications are designed to make integration and migration from existing investments to a new capabilities as efficient and straight-forward as possible. Avaya Aura not only supports the Era of Engagement, it means a supportable migration path for every business.

Learn More

To learn more about the benefits of moving to Avaya Aura 7 contact your Avaya Account Manager or Avaya Authorized Partner or visit us at avaya.com

