Why Move to the Current Release of the Avaya Aura® Platform

Avaya provides you with the choices needed for your journey to becoming a fully digitally enabled enterprise. Our enterprise-grade solutions are fully cloud enabled and our latest release of the Avaya Aura platform, supports unique solutions tailored to your individual needs via Cloud, Premises or Hybrid deployments and provides maximum flexibility to take your business to the next level.

In today's environment, simply getting together with customers, coworkers, and suppliers is no longer enough. You need solutions that uniquely reflect your requirements while creating value, delighting your customers and employees, and engaging colleagues with flexible interactions that deliver real business results.

Like most of your peers, you are no longer considering if you should migrate to cloud but when. The newest Avaya Aura software provides a strong platform to support your unique journey, to bring innovation to your enterprise.

Here are just a few examples:

Create Extraordinary Experiences

Leverage your investments into a truly customized unified communications and contact center environment designed for your unique enterprise. With Avaya Aura at the core, you can now easily deploy innovation in both the UC and CC environment utilizing our Communications APIs. Lower your costs and increase customer and employee satisfaction by using artificial intelligence (AI) combined with Avaya Communications technologies to automate your business functions and customer interactions. Solutions are personalized to meet your needs and deployed on top of any existing communications infrastructure. No one else can offer the flexibility and adaptability of the Avaya Aura platform to bring the promise of customization to you more effectively.

Security

End-to-End Security Capabilities Across the Communications Stack

Security remains a top priority for all enterprises and Avaya utilizes the latest Avaya Aura software platform, building on the capabilities of previous releases, by adding several new functionalities that help keep your enterprise communications network secure.

Avaya Aura R10 supports enhanced end to end security and encryption and protection when integrating to third-party cloud platforms. Avaya adheres to the highest industry cloud base security principles. Support for TLS 1.3 & Open SSL1.1.1 offers faster interface and better security protection against malware and hacking events.

These include keeping current with latest virtualized environment and Linux Operating System releases, UDFI and Secure Boot as defaults, adoption of the Advanced Encryption Standard 256 Bit (AES-256), FIPS 140-2, JITC compliance, 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 improved data center resiliency; and has 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 high capacity for busy hour call completions (BHCC) across a single enterprise network.

Extend your Avaya Call Center Elite Capacity

Avaya Call Center Elite, built on the Avaya Aura code base, enables you to add agents and even voice agents from the Avaya cloud. Overflow from your existing Avaya Call Center Elite to your Avaya cloud agents with contextual attributes and information enriching interaction handling. Support new lines of business, launch a new campaign, expand geographic reach, and take advantage of seasonal fluctuations. Perhaps best of all, the Avaya cloud separates speech from noise with AI, removing background noises and disruptions for a better agent and customer experience; less strenuous on everyone's health and well-being keeps everyone happy. Your recordings will be more accurate. Your cloud agents and supervisors will be fully equipped using a modern desktop that provides all the contextual information needed to handle inquiries with ease.

AVAYA

Avaya Aura® Provides a Foundation for Your Digital Transformation Journey and is Cloud Enabled.

Simplified Management Options

Off load the burden of regular administration and updates to Avaya or keep control yourself – the choice is yours. Avaya has a range of services offers that can be tailored to meet your exact requirements and give you back the time you need to complete your priority projects.

Open and Standards Based

Support for Existing Applications and Third-Party Integration

Open standards require that a truly composable platform must integrate traditional 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.

The new Avaya Aura release simplifies and enhances integration between Avaya software and third- party software. Cloud enablement expands connections to third-party cloud services such as Microsoft TEAMS, Salesforce and ServiceNow. Connections are easy through the Avaya API exchange.

New Web Telephony interface (REST APIs) compliments existing call control and device capabilities making it easier for organizations to create, develop, and integrate business and communications applications (including third-party apps) from cloud to cloud or on premises to cloud.

Developers can use a new Application Specific Licensing SDK and enhanced level TSAPI license to access Real-Time Agent State Events. Real-time Agent State changes are published as events allowing organizations to use this real-time information for a variety of purposes including creating customer or AI apps and to make accurate business decisions in determining things like best time to schedule agent training, best utilization of agent skills, and much more.

AVAYA

With Avaya Call Center Elite, organizations can add digital channels from the Avaya cloud enabling agents and supervisors to interact with customers.

Unified Communications and Collaborating

Avaya, A Leading Cloud Provider of Collaboration Solutions

Avaya Spaces embeds communications directly into the applications, browsers and devices employees use every day to create a single, powerful gateway for calling messaging, conferencing, and collaboration. Users gain a more natural and efficient way to connect, communicate and share—when, where, and how they want.

Contact Center and Customer Experience

Innovate from the cloud

With Avaya Call Center Elite, organizations can add digital channels from the Avaya cloud enabling agents and supervisors to interact with customers using chat, email, SMS, MMS, and more. With Avaya, you keep your on-premises Avaya Aura and Avaya Call Center Elite investments, and take advantage of innovating without disrupting operations, layering additional capacity and capabilities from Avaya cloud on top of the infrastructure already deployed and trusted. This unique hybrid model provides a unique innovation.

Lower Total Cost of Ownership

New Options That Reduce Hardware and Provide More Flexibility

If you have not taken advantage of the many options for virtualization, including virtualization in the cloud, then you have missed out on the savings associated with reduced hardware, power, and space requirements along with the added flexibility of resource scaling as your needs change. The Avaya Aura platform stack supports Infrastructure as a Service (IaaS) from all leading providers and now also supports Device as a Service (DaaS) options for your hardware needs.

Reliability

For Digital Transformation Solutions, Choose Avaya, A Leader in Reliability

Avaya Aura provides a host of resiliency options including server duplication, Survivable Core and Survivable Remote servers, and connection and call preservation across the network and applications. "Active-Active" configurations provide device registration to multiple points and "Hot Fail-over" in the event of server or network issues. These capabilities mean that you can engineer your solution to five 9's and beyond, depending on your needs.

AVAYA

Always Stay Current

Simplify your upgrade and management process. Always have access to the latest security features and patches. Your communications are too important to be left to chance. With our cloud delivery options you'll never miss an upgrade or a feature. We have also simplified upgrades and updates with a new fixed lifecycle management process. Avaya offers more value than ever when migrating to the cloud.

Protect your Investment with a Smooth Transition to the Cloud

A Solution for Innovation without Disruption, not 'Rip and Replace'

For many, the Avaya Aura platform is business critical and represents a significant investment in money and time. While migrating towards Innovation and Transformation, enterprises cannot afford to start from scratch. Existing infrastructure, network equipment, and communications systems should not have to be scrapped to permit a business to meet its changing needs. Migration of your platform to the cloud or just to increase functionality may be important, but it needs to be accomplished when it makes sense for you. How is it possible to meet all those goals at the same time? Avaya has the answer: Innovation Without Disruption.

Innovation Without Disruption means:

- **Upgrade your on-premises system** with confidence. The new Aura Release gives access to a host of new user and security features, enhances compliance with key standards like HIPPA and PCI, and has enhanced support of APIs.

- **Enhance your system** now and while simultaneously enabling cloud transformation on your schedule. For example, SIP Migration will make your on-premises platform more efficient and will also Cloud Enable your platform for future migration.

- **Add cloud-based applications** on your schedule. These applications stay with you whether you remain on your on-premises platform or move to the Cloud.

Innovation Without Disruption puts you in control. It ensures that no matter what your upgrade path and timing, everything works together, and nothing is wasted. Upgrade on your schedule for immediate benefit and to Cloud Enable your platform. Add applications with confidence. Transform to the cloud when you are ready.

Your Avaya Aura platform is designed to make integration and migration from your existing investments to new capabilities efficient and straight-forward. Avaya Aura not only supports innovation, but it also addresses this through a fully cloud enabled platform that can support migration paths for every customer. With Avaya you can conserve your capital by moving to an Opex model that includes your hardware components and provides regular, predictable billing combined with all the latest capabilities while still allowing you to control your solution.

Learn more at **www.avaya.com.**