Avaya Aura Messaging - Introduction

- Roadmap
- Overview
- Key Features
- Engineering the Solution
- Licensing and Quoting Information
- Product and Solution Futures
Current portfolio

- Avaya Aura® Messaging 6.1
- Modular Messaging 5.2
- Communication Manager (CM) Messaging 6.0
- CallPilot 5.0
- Hospitality Messaging Server (HMS) 400 2.0

End of Sale products

- Octel
- Intuity
- Meridian Mail
- Meridian Mail Hospitality Voice System (HVS)
Messaging roadmap

Avaya Aura® Messaging

- Modular Messaging
- CallPilot
- HMS400

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Avaya Aura® Messaging Strategic Direction

- Choice of Message Access
- Choice of Application Value
- Choice of Telephone Interface
- Next Gen Application Server(s)
- Choice of Message Store

**Release 6.0**
- Basic
  - Aria
  - AUDIX
  - Serenade
  - CallPilot
- Linux
- MSS
- GR MSS

**Release 6.1**
- Mainstream
  - Gmail
  - Zimbra
  - Others

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Messaging – More than an answering machine

Avaya messaging solutions deliver:

- Familiar Voice Mail Telephone User Interfaces (TUIs)
  - Retrieve, reply, forward, send, call sender
- Call answering with context driven greetings
  - With Find Me, Notify Me, and Reach Me options
- Notifications of message arrivals
  - Message Waiting Indicator, Pager, Phone, E-mail
- Unified messaging - access voice mail in e-mail or web-browser
- Message Networking (integration of multiple systems)
- Speech Enablement of E-mail, Voicemail, Calendar, Telephony
- Customer Defined Caller Services (Auto-attendant)
- Specialty functionality:
  - Speech-Based Auto-Attendant
  - Speech-to-Text transcription
Avaya Unified Messaging Components – it all works together! Avaya only!
## Introduction of Key Differentiators

<table>
<thead>
<tr>
<th>Differentiator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Linux based</td>
<td>▶ Reduces TCO and provides better security</td>
</tr>
<tr>
<td></td>
<td>▶ No “Patch Tuesday”</td>
</tr>
<tr>
<td>SIP based</td>
<td>▶ Improved interoperability within Avaya communications environments</td>
</tr>
<tr>
<td>Deployment flexibility</td>
<td>▶ Adapts to customer environment and requirements for message store and consolidation/centralization</td>
</tr>
<tr>
<td>Current and planned redundancy options</td>
<td>▶ Makes messaging highly available consistent with other voice redundancy</td>
</tr>
<tr>
<td>Speech-based auto-attendant and Avaya one-X® Speech</td>
<td>▶ Enables callers to say names instead of keying in an extension</td>
</tr>
<tr>
<td></td>
<td>▶ Voice control of messaging, email, calendar, …</td>
</tr>
</tbody>
</table>
## Key Differentiators (continued)

<table>
<thead>
<tr>
<th>Differentiator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per user choice of message store</td>
<td>‣ Administrator chooses which message store to use on a per user basis</td>
</tr>
<tr>
<td></td>
<td>‣ Flexibility to choose which users are discoverable</td>
</tr>
<tr>
<td>Per user choice of Telephone User Interface (TUI)</td>
<td>‣ Administrator chooses which TUI to use on a per user basis</td>
</tr>
<tr>
<td></td>
<td>‣ Users can retain what they are familiar with</td>
</tr>
<tr>
<td>Integrated inbound fax</td>
<td>‣ No need for 3rd-party fax server or external fax machines</td>
</tr>
<tr>
<td>Self-service web portal (Reach Me, Notify Me)</td>
<td>‣ End users have full control of availability and can significantly enhance their reach</td>
</tr>
<tr>
<td>Clientless Outlook toolbar</td>
<td>‣ Enables painless deployment to end users easing IT requirements and user dependence</td>
</tr>
</tbody>
</table>
Avaya Aura® Messaging 6.2 - Highlights

- Audix® Telephone User Interface - multiple greetings
- Multilingual prompting
- Increased capacity of installed languages
- Increased localization
- TTY TUI prompt support for American Disabilities Act (508) compliance
- Octel® data migration utility
- Option to disable audio branding
- Application Server alarming enhancement
- Mutare Speech-to-Text
- Mutare Geographic Redundancy for Message Store
Audix Telephone User Interface (TUI) – Multiple User Defined Greetings

- What is it?
  - Additional user-defined greetings for use in various contexts

- Why?
  - Legacy solution offered nine (9) greetings
  - Release 6.1 only offered two (2) greetings
    - User greeting; Extended Absence greeting
  - Provides consistency with legacy solution
  - Architects Audix® TUI for future “presence” awareness and multiple greetings

- Customer value?
  - Consistency with legacy solution means
    - Fewer calls into help-desk
    - Reduced training
Multilingual Prompting

What is it?
- Provides caller options for selection of preferred language
  - Auto-attendant; Call Answering
  - Caller selects language of choice (of installed/configured languages) as simple Touch-Tone (DTMF) entry

Why?
- Enables flexibility in multilingual markets
- Enables regulatory compliance (specific regions)

Customer value?
- Simplifies multilingual operation, eliminating need to replicate services for each specific language
- Enhances caller experience, improving customer satisfaction
- Enables regulatory compliance (where applicable)
Support for Simultaneously Installed Languages

- **What is it?**
  - Increases quantity of simultaneously installed languages from three (3) to sixteen (16)
  - Simplifies management of installed languages in newer, dedicated folder

- **Why?**
  - Increases parity with legacy and competitive solutions
  - Enhances capabilities for centralized solution in larger multi-national organizations

- **Customer value?**
  - Enhanced caller experience
  - Single solution in multi-lingual environments
  - Low administrative overhead
Increased Localization

What is it?
- 6.2 introduces four new languages
  - Arabic
  - Castilian Spanish
  - Dutch
  - Polish

Why?
- 6.1 introduced Global-13 compliance but more needed for truly global solution and competitiveness in marketplace

Customer value?
- Opens up opportunities to evolve from legacy solutions to Avaya Aura® Messaging without change of languages
TTY Prompt Set for ADA/508 (partial)

- **What is it?**
  - Baudot Teletype (TTY) compatible prompt set suitable for use with hearing impaired devices

- **Why?**
  - Parity with legacy solutions
  - Regulatory compliance

- **Customer value?**
  - Improves Avaya Aura® Messaging fit in Accessibilities/Disabilities Act 508 (ADA/508) compliance-regulated sector
  - Allows for singular messaging system for all users

- **Note**: Partial compliance only – Further development planned for future release(s).
Octel Data Migration Utility

- **What is it?**
  - Avaya Professional Services delivered capability that extracts data from Octel® 250/350 release 3.10/3.11 systems, for population within Avaya Aura® Messaging

- **Why?**
  - Migration of data:
    - Preserves user experience, enhancing adoption of newer system
    - Minimizes administrative overhead of new system

- **Customer value?**
  - Allows for regulatory compliance
  - Enhances user experience
  - Reduces calls into helpdesk
Mutare Speech-to-Text Transcription (giSTT)

- **What is it?**
  - Avaya Developer Partner solution that converts received voice messages into text
  - Fully automated, e-mail agnostic, suitable for deployment behind customer fire-wall

- **Why?**
  - Enhances mobile-user and message retrieval experience

- **Customer value?**
  - Enhances Mobility and Flexibility in message access
  - Full automation offers higher security for implementation behind firewall
  - Lower cost allows for broader deployment of value-added functionality

- **Note:** Certain limitations exist. Contact PM for details.
Speech-to-Text: Converted Voicemail

- E-Mail
- IM - Instant Messaging
- SMS – Short Message Service
Available Hyperlink Control Functions

- Delete Message
- Mark Read
- Delete All
- View / Edit Contacts
- View / Edit EVM
- Activity Link

Hyperlink controls can be customized in the device set up to use any combination of desired by the enterprise. The control links eliminate the need for separate plug in clients and enable message control from any email message making EVM Plus giSTT truly email agnostic.
Clientless Streaming Audio Option

Addresses concerns over voice files in email for customers with storage or discoverability issues.
Aura Messaging Servers

- Single server: A server that combines the application and storage roles.
- Dedicated storage server (also called a storage server): A server that is identical to a single server except that only the storage role is enabled.
- Dedicated application server (also called an application server): A server that is identical to a single server except that only the application role is enabled.
- AxC/Directory server: A server used for notification capabilities, the LDAP database, user properties, name, and greeting recordings when the message store resides on a third-party, corporate storage server.

An application server can support up to 100 ports of active traffic.
## Aura Messaging Capacity

<table>
<thead>
<tr>
<th>Role: Hardware:</th>
<th>Single server (application + storage)</th>
<th>Application server</th>
<th>Storage server</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard server</td>
<td>Ports: 100</td>
<td>Ports: 100</td>
<td>2,666 hours (20 min. mailboxes: 8,000)</td>
</tr>
<tr>
<td></td>
<td>User: 6,200</td>
<td>Users: 6,200</td>
<td>2,759 hours (30 min. mailboxes: 5,500)</td>
</tr>
<tr>
<td></td>
<td>20 minutes. mailboxes: 8,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>30 minutes. mailboxes: 5,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High capacity storage server</td>
<td>Ports: 100</td>
<td>—</td>
<td>6,666 hours (20 min. mailboxes: 20,000)</td>
</tr>
<tr>
<td></td>
<td>User: 6,200</td>
<td></td>
<td>6,750 hours (30 min. mailboxes: 13,500)</td>
</tr>
<tr>
<td></td>
<td>20 minutes. mailboxes: 8,000</td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
</tbody>
</table>
Aura Messaging Topologies - Simple
Aura Messaging Topologies – Some Redundancy
Aura Messaging Topologies - Multisite
Aura Messaging Topologies – Multisite Centralized
Mutare Message Mirror for Geo-Redundancy

- **What is it?**
  - Avaya Developer Partner solution that increases resiliency for Avaya Message Store, capable for Geographic Redundant deployments

- **Why?**
  - Enhances overall solution resiliency by eliminating any single-point of failure

- **Customer value?**
  - Business continuity
  - Investment protection from Modular Messaging, retaining Mutare Message Mirror over to Avaya Aura® Messaging
Message Store – Geo-Resilience for Message Store

- Backup storage server works as hot standby
- Mirrors classes-of-service, mailboxes, messages, recorded greetings, text names, passwords, and user preferences
- Creates, updates, and deletes mailboxes on backup system to match changes on primary
Customer Deployment – Sample centralized/redundancy configuration

Site-Boston

Mutare EVM/giSTT
W2003/8 (virtual option)

Site-Atlanta

Avaya Aura® Session Manager

System Platform

Virtual Machine

Application

Storage-1

Exchange

Site (in this case):
= location
≠ “telephony server”
≠ dial plan
= group of users

Requires telephony integration through single integration point (Session Manager)

Redundant integration supported (= same logical telephony integration configuration)
The message store data is synchronized between a pair of primary and backup message store servers. You can choose to have duplicated application servers or duplicated clusters of application servers in two different locations to allow recovery from a complete site that is destroyed.

Message Mirror does not replicate the following:

- System broadcast messages
- System lists such as ELAs and PDLs
- Messages stored in a folder other than the Inbox folder
- Future delivery messages that are stored in a queue
- Application layer data, including sites and topology
- Administrative logins / backups / certificates
- Exchange Message Store / Single Server solutions
Servers

- Hardware – System Platform
  - HP DL360 (default); Dell (by request);
  - Linux-based

- Options
  - Standard Messaging Server
    - Application server
    - Storage server
    - Combined application and storage server
  - High Storage Capacity Messaging Server
    - Storage only

- Leverages Avaya Aura® System Platform virtualization technology
Packaging

- 2 feature levels – on a per user basis
  - Basic
    - Call answering
    - Voice messaging
    - User Preferences web pages
    - Any storage destination
  - Mainstream
    - Access to all features including Reach Me, Notify Me, fax, speech-based features, and IMAP access.

- Optional capabilities (available directly within ASD)
  - Avaya one-X® Speech
    - Licenses included with each messaging application
  - Message Networking
  - Speech-To-Text (Mutare EVM/giSTT)
  - Geographic Redundancy (Mutare Message Mirror)
Interoperability

- SIP standard connectivity
- SIP Certification with
  - Avaya Aura® Communication Manager (5.2 or higher)
    - Avaya Aura SIP Enablement Services (5.2.1 or higher)
  - Avaya Communication Server 1000
    - Releases 6.0 and 7.5
  - Avaya Communication Server 2100
    - SE13 and higher
  - Avaya Aura® Session Manager
    - Release 6.0 and higher
- Supports wide range of 3rd party PBX systems via SIP gateways
- Message Networking (5.2 or higher)
Installed Base Migrations

- TUI support – Aria, Audix®
- Migration tools for Octel® 250/350*, Intuity Audix®, and Modular Messaging (Aria)
- Hardware investment protection from certain MM systems
  - Hardware retrofit kits for S8730 and S8800 servers
- Programs/promotions/offers
  - Triple-M (announced 19-Oct) for significant discounts
    - Refer to Avaya offer documents for full details
  - Avaya Software Investment Protection Policy (ASIPP)
    - Upgrade pricing for Modular Messaging and CallPilot® systems on current releases
    - Migration pricing for other systems

* Some limitations exist. Contact APS or PM for additional details.
User Licensing

- Supports two license types:
  - Basic: Standard voice mail; any storage destination
  - Mainstream: includes all capabilities

- Licensing configurable on a per-user basis
  - Single system permits mix of basic and mainstream
  - Allows easy conversion from basic to mainstream when required
  - Enables aligning messaging needs to corporate hierarchy

- Value of licensing types:
  - Aligns costs with feature and functionality needs
  - Improves Avaya’s competitiveness
Mailbox Licensing - Feature Description

- The *Basic* license includes:
  - Call Answering
  - Voice Messaging
  - User Preferences web pages

- The *Mainstream* license included everything the Basic license has plus:
  - Reach Me
  - Notify Me
  - Fax
  - Speech based features
  - IMAP access to Avaya Message Store

- Note: entitlements for Avaya one-X® Speech licenses are included with the Mainstream license
Mailbox Licenses - Customer Value

- Customers can pay for the type of value they need.
- Customers wanting “basic” voicemail capabilities can purchase lower cost seats without entitlement to the full functionality of the system.
- Customers wanting more advanced capabilities can purchase “mainstream” seats at a higher cost.
- The system can be used as voice mail only – different than Exchange in requirements on back end servers / AD.
Product & Solution Roadmap
Evolution of Messaging
From voice messaging to contextual messaging

- Basic voice messaging
  - Sending and receiving of voicemails via TUI
  - Usage of distribution lists and menus

- Unified (voice/fax) messaging w/ e-mail
  - GUI access via thin or thick client
  - Natural speech recognition access
  - Sophisticated caller menus
  - Sophisticated notification options
  - Advanced system-level capabilities

- Any media messaging (voice, fax, video)
- Flexible access from integrated and next-generation clients
- Preservation of user experience
- Presence and Calendar awareness
- Redundancy/Resiliency
- Virtualization

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Evolution of Messaging
Beyond the pure answering machine

- Open to any media storage.

- Application Programming Interfaces (APIs) for business process integration for sharing information to large groups or usage in other business applications (e.g. via Avaya Agile Communications Environment ™ (ACE)).

- Access via voice (Telephone User Interface, Speech), Instant Messaging, graphical interface (GUI) on any device, and more.

- Message access with contextual options (e.g. contact, content,…)

- Embedded in Avaya Aura® Flare and Avaya one-X® experience
Avaya Aura® Messaging Roadmap

- Highlights of considered content:
  - CallPilot-like TUI and data migration capability
  - VMWare virtualization
  - Calendar / Presence awareness for Reach Me, Notify Me, and user mailbox greetings
  - Multi-tenancy
  - Outbound fax support
  - Dial-plan improvements for variable length mailboxes
  - Server optimization/consolidation
  - G.729 Codec Support
  - And more…
Summary of Avaya Aura® Messaging

- Meeting the needs of demanding enterprise environments
- Increasing addressable market with expanded languages
- Provides evolutionary path for EOMS systems:
  - Octel® 250/350 and Intuity™ Audix®
- Future-driven solution delivering exciting new content to improve employee productivity
- Provides opportunity for cost reduction and investment protection from legacy portfolio