The content in this presentation is accurate as of October 2014 but is subject to change. Please ensure that you check back each quarter for additional updates.

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Avaya Multimedia Messaging Overview
Avaya Multimedia Messaging reminder

- Avaya’s Next Generation IM solution
- Only our next generation client/device portfolio will be AMM-enabled
  - AMM will interoperate with IM-capable Avaya legacy clients & devices
- AMM will replace APS-IM, only for IM capabilities
  - No dependence on APS for IM
- 2.0 was initial release – GA-CI in July
  - iPad client only
  - Targeted at Partners
- 2.1 is the GA-unrestricted release – December
  - Full range of clients
- AMM entitlements are included in new UC bundles – November
IM a critical part in Avaya Next Gen UC Offering

**UC STACK**

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<tr>
<td>Voice</td>
<td>Aura (p2p), AAC / Scopia</td>
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**Trends impacting IM**

- Launch point for communications
  - Messaging vs. phone call
  - Users start live sessions with IM
- Dependence on presence
- Shift to video & photos for real-time & non-real-time communication
- Prevalence of mobility
  - Use a mobile device for work
  - BYOD smartphones & tablets
Avaya Multimedia Messaging 2.x
Making IM & Presence more effective for business

- **IM across mobiles and desktop**
  - Send text or media to any Avaya UC client
  - Access messages from any Avaya UC client

- **Rich user experience**
  - Utilize device capabilities to exchange text, audio, video, pictures, files
  - Single view of all open conversations allow users to manage them effectively
  - Push-button escalation from IM to call
  - Persistent conversations – across clients & login/logout events

- **More efficient team interactions**
  - Individual or group IM; initiate & leave at will
  - Send to offline users
  - Subject-based conversations

- **Enterprise-class solution**
  - Secure message delivery; scalability
  - Seamless integration with Aura Presence
  - Interoperability across Avaya endpoints
Avaya Multimedia Messaging 2.x:

**Positioning**

- Enterprise-class rich messaging (with elements of email, social, SMS, etc.) for Avaya Aura, with connectivity to federated systems
- Replaces Presence Server (Jabber-based) IM across all UC clients

**Target market**

- 2.0 (GA-CI) is for Partners!
- 2.1 is GA-unrestricted
  - Mid-market (25K users)
  - Greenfield UC
  - Avaya voice customers, even if they have other IM/P solutions

**Ordering**

- In November: as part of new UC bundles
Avaya Multimedia Messaging 2.1
Key Features
Avaya Communicator for Mobiles: Multimedia Messaging for users ‘on-the-go’

At-a-glance” view of all your open conversations
- Search current & historical convo’s
- Includes mm
- # unread msgs

View complete message history of a conversation from any of your MM-enabled clients
- Subject
- # of participants
- Play multimedia msgs directly in client
- Contribute to any of your conversations from any of your MM-enabled clients
- Compose & send text, voice, video, photo messages

Preliminary UX, final UX may change

Android - Dec 2014
iPhone - early 2015

Preliminary UX, final UX may change
Avaya Communicator for Windows: Multimedia Messaging for the desktop

At-a-glance view of all your open conversations

View complete message history of a conversation from any of your MM-enabled clients

Search current & historical convo’s

# unread msgs

Includes mm

Subject

# of participants

Play multimedia msgs directly in client

Compose & send text, voice, video, photo messages

Contribute to any of your conversations from any of your MM-enabled clients

Windows - Dec 2014

Preliminary UX, final UX may change
Avaya Communicator for Mac:
Multimedia Messaging for the desktop

- At-a-glance view of all your open conversations
- View complete message history of a conversation from any of your MM-enabled clients
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Preliminary UX, final UX may change
Avaya Multimedia Messaging on Avaya Communicator: Embracing Mobility and Redefining IM for Business

**Problem…**

**Conversations locked to a device**
- Conversation will be on the device you left at home or at your desk…

**No offline messaging, awkward multiparty experience**
- Surprise: Global workforce = different timezones!
- Moving from 2-person to 3-person IM removes support for basic workflows

**Text-centric, Multimedia an afterthought**
- Consumer messaging/IM include well-integrated voice, video, image attachments… but locked to an ecosystem & lacking enterprise features

**Linear, limited experience**
- Flat views, single Conversation with any individual

**Solution…**

**Continue conversations across clients**
- Move between all your Avaya Communicator clients
- Leverage mobile devices for photos & video

**Persistent multiparty conversations**
- Send to offline users
- Easy staging for group chat
- Subject based and threaded (better than email!)

**Natural integration of multimedia**
- Take advantage of multimedia capabilities of mobile devices
- Single button push → move from messaging to voice and then to video & collab

**Single prioritized view of multiple Conversations**
- Use subjects to help manage conversations
- Conversations with most recent contributions move to top
- At-a-glance view of conversations of new messages
AMM 2.1 Server Software Pre-requisites

- Aura 6.2 FP4
  - SMGR 6.3.9 + patch
  - PS 6.2.4/5 (for IM interop with legacy clients)
- Enterprise LDAP
  - AD 2008/12, OpenLDAP, Novell, Domino, Sun Java System Directory Server
- <optional> VMWare 5.1 or 5.5
- Recommended server hardware or equivalent VM (per server node)
  - Processor: Dual 2.9Ghz
  - Memory: 8x4GB
  - Application storage: 2 x 300GB
  - Content storage depends on # users, qty of messages:
    - For 5K users with ~3 months msg storage, Recommend 6 x 900 GB
Scalability

- Single site installation only
- Support for clustering
  - tested 3-node cluster
  - AMM 2.1.1 will test up to 6 nodes
- Assumptions:
  - avg 2 clients per user, avg 15 msgs/hour/user
  - 90% text, avg 512 bytes ea
  - 3% voice (avg 2 min), 1MB
  - 1% video (avg 30 sec), 3MB
  - 6% photo or other attachments, avg 1MB each
- Each node ~10K endpoints (5K users) with specified hardware + 1 node for redundancy
  - Tested up to 20K endpoints (10K users) on 3-node cluster with specified hardware
Other Gotchas and key info

- Upgrades
  - 2.0 to 2.1 is new install
  - 2.1 onward – clean upgrades

- Certificates are required

- Enterprise LDAP is critical
Avaya Multimedia Messaging Aura Solution Diagram

MM = Multimedia Messaging

Avaya Aura® Core
- Presence Server
- System Manager
- Collaboration
- Messaging
- Session Manager

Enterprise IT
- Enterprise Directory

Avaya Multimedia Messaging
- HTTPS (Admin)
- REST/HTTPS (MM)
- SIP (voice/video/presence)

MM Endpoints – Avaya Communicator
- LDAP/LDAPS
- REST/HTTPS (MM)
- SBC

Avaya Communicator
- MM Endpoints – Avaya Communicator

SBC
- REST/HTTPS (MM)
- SIP (voice/video/presence)
Avaya Multimedia Messaging IM + P Solution Diagram

- Presence Server
  - XMPP (IM)
  - SIP (Presence)
- Other XMPP services
- IM Endpoints – Avaya one-X® Communicator
- MM Endpoints – Avaya Communicator
- Avaya Multimedia Messaging
  - XMPP (IM)
  - SIP (Presence)
  - REST/HTTPS (IM)
- System Manager
- Enterprise Directory