What’s New - Avaya Aura® 7.0
Introducing Avaya Aura® 7.0

LOWER TCO
- Software based Avaya Aura Media Server for Communication Manager
- Flexible virtualized deployments on Avaya provided servers
- Supportability enhancements

SCALABILITY
- Up to 28 Session Managers in a single enterprise network
- 250,000 SIP users and 350,000 SIP devices
- Growth to 500 Branch Session Managers*

SECURITY
- TLS secured gateway links
- AES 256 bit encryption
- End user encryption indicator
- Improved certificate management

APPLICATIONS ENABLEMENT
- Presence Services now an Engagement Development Platform Snap-in
- Increased AES Capacities
- Lync Integration simplification

* Timing – 7.0.0.1, Dec. 2015
Avaya Aura® 7.0
Media Server Adoption by Communication Manager

FROM

13 G450 Gateways, 4160 channels:
39U of rack space

TO

1 Server (dedicated)
up to 4000 AAMS
channels: 1 U of rack space

MASSIVE FOOTPRINT REDUCTION
Avaya Aura® 7.0 – Deployment Options

6.X

System Platform
Avaya Supplied Server, Avaya System Platform, Fixed Templates

Virtualized Environment
Customer Supplied VMware and Servers

Collaboration Pod
Avaya Supplied VMware, Servers, networking, storage pre-installed applications

7.0

Virtual Appliance
Avaya Supplied Server, Appliance Virtualization Platform, Flexible Application Choices

Virtualized Environment
Customer Supplied VMware and Servers

Collaboration Pod
Avaya Supplied VMware, Servers, networking, storage pre-installed applications

NEW

No Change

No Change
Avaya Aura® 7.0 - Solution Deployment Manager

- System Manager with embedded SDM is the required for Avaya Aura® 7.0.
- Consolidates several disparate tools into a single centralized solution
- Deploys Application Software
  - Helps optimize resource use
  - Manage application lifecycle
- Keeps Applications Current
  - Identifies needed updates
  - Patches applications/platform
- Streamlines Upgrade Process
  - Console driven upgrades
- Sequences commands together to minimize wait time
- Client version also available (runs on a windows PC)
  - To deploy SMGR in a new installation
  - To install the application OVAs in either Virtualized Environment, or Virtual Appliance deployments
  - Enables: Deployment Sizing, Hypervisor IP Address Changes, Hypervisor Patching, System Manager Patching, Lifecycle Management (status, start, stop of Virtual machines)
Avaya Aura® 7.0 - Solution Deployment Manager
Simpler Upgrades, Reduced TCO

FROM

Manual
All platforms done by hand.

More Time Consuming
Waiting for next step.

Open to Human Error
Manual readiness assessment.

TO

Automatic
After upgrade to AVP, drive application upgrade from anywhere

Faster
Sequence events and have them run in the background.

More Reliable
Integrated checks to confirm upgrade readiness.

Today for Communication Manager, Session Manager, Branch Session Manager; More Apps to Come
Avaya Aura® 7.0 - Reduce Administration Time and Resources

- LDAP Sync of Admin Roles
- SMGR Navigation & Usability UI
- CM List, Display Measurement, Status Reports
- Support for “+” Digit on Call Type Analysis Form
- Avaya Aura® Session Manager SIP Message Compaction
- Avaya Aura® Session Manager Lync Integration Enhancements
- Avaya Aura® Session Manager Enhanced Route Pattern Admin
Before we dive into Roadmap, let’s explore what’s changing…

Avaya Aura core support for a quarterly cadence *(started Q2 2015)* and new 4 digit numbering scheme *(starting with release 7)*
Quarterly release Cadence
For SP’s FP’s & major/minor releases

Includes:
- CM & US
- SM
- SMGR (& WebLM)
- PS
- AES

New cadence, and fixed months for vehicle release
- From:
  - 2 month SP cadence (first week of every odd month). CM, SM, SMGR. Others as needed.
  - FP and releases as required.
- To:
  - 3 month (quarterly) SP/FP/Release cadence.
  - All Aura core products
  - Feb, May, Aug, Nov (second week of month)
  - There is always a vehicle every 3 months, SP, FP, or Release
Benefits of Quarterly Cadence

- Regular, predictable cadence much easier to align with surround and products outside Aura Core.
- Better cadence for partners and customers to “keep up”, since this requires 4 planning windows per yr instead of 6.
- Easier to plan the production of DVD’s in operations with more time to plan. Note that the actual DVD planning timing is the same, but there are be less cycles and more time in between.
4 Digit Numbering… put simply….

```plaintext
x.y.z.s
```

- Major Release #
- Minor Release #
- Feature Pack #
- Service Pack #

Additional software identifiers may be appended as needed, e.g. patch id, software build number, etc.
<table>
<thead>
<tr>
<th>Release Type Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Major Release</strong></td>
</tr>
<tr>
<td>A major change to the Software that introduces <strong>significant new features and functionality potentially involving a new architecture and/or introducing a completely new user experience.</strong></td>
</tr>
<tr>
<td>A Major Release is designated as a change in the digit(s) to the left of the first decimal point (e.g. ([n].y.z)) in the release number.</td>
</tr>
<tr>
<td><strong>Minor Release</strong></td>
</tr>
<tr>
<td>A change to the Software that introduces a <strong>limited number of new features and functionality</strong> intended to expand or enhance the core product without requiring a change in the underlying technology. Interoperability with other products is preserved.</td>
</tr>
<tr>
<td>A Minor Release is designated as a change in the digit(s) to the right of the first decimal point (e.g. (n.[y].z)) in the release number.</td>
</tr>
<tr>
<td><strong>Feature Pack</strong></td>
</tr>
<tr>
<td>A software release vehicle that is <strong>more limited in scope than a Minor Release</strong>, which includes incremental new capabilities and any defect corrections available at the time of creation to improve field quality.</td>
</tr>
<tr>
<td>Interoperability with other products is preserved. A Feature Pack is designated as a change in the digit(s) to the right of the second decimal point (e.g. (n.y[z])) in the release number.</td>
</tr>
<tr>
<td><strong>Service Pack</strong></td>
</tr>
<tr>
<td>An software overlay containing <strong>corrective content for defects only</strong> (both Critical and Non-Critical) as well as all fixes from prior releases of all types. Product capabilities, including interoperability, are not diminished by a Service Pack.</td>
</tr>
<tr>
<td>A Service Pack is designated as a change in the digit(s) to the right of the third decimal point (e.g. (n.y.z[s])) in the release number.</td>
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# Avaya Aura® Roadmap Summary

## Overview

### Easier, Less Costly, & More Secure
- Lower acquisition and operation cost
- Optimized customer engagements
- Enterprise comm’s certainty

### Presence federation & GR, Inc. scale
- Lync - path to AMM
- Avaya/Cisco (mixed)
- Better presence & IM reliability
- JITC Re-cert. (H.323)

### Security, IPv6 GOV Sales Support
- High Security
- IPv4/IPv6 (mixed)
- DoD - continued availability

### Commercial features
- EMSSP release
- Further simplification of installation & patching
- Improved resiliency and scale

## Key Features

<table>
<thead>
<tr>
<th>THEM</th>
<th>BUSN</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aura 7</strong></td>
<td>Aug 2015</td>
<td>(Generally Available)</td>
</tr>
<tr>
<td><strong>Aura 7 Feature Pack 1 {7.0.1}</strong></td>
<td>(Planned May 2016)</td>
<td></td>
</tr>
<tr>
<td><strong>Aura 7.1</strong></td>
<td>(Pre-Concept 2H 2016)</td>
<td></td>
</tr>
<tr>
<td><strong>Aura Next</strong></td>
<td>(Pre-Concept 2H 2017)</td>
<td></td>
</tr>
</tbody>
</table>

### Business Value Themes

#### Easier, Less Costly, & More Secure
- Lower acquisition and operation cost
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### Key Features

- Software media services
- Multi-application appliances
- Virtualized BSM
- Solution Deployment Manager
- EDP/AES alignment
- 250KUsers /350K Devices (28SMs)
- Presence as an EDP application
- TLS & AES 256 gateway links
- Out-of-band management
- Encrypted call indicator
- *500 BSMs, and 1000users/5000devices per BSM
- *Note: Capacity increases to be tested & Supported in Dec. 2015 Service Pack.

- VE on ESXi6
- Common device services (Device auto-config., Web deploy, contacts integration)
- Presence: GR, Notes aggregation, IM connector for EDP, IM Federation with AMM, Jabber federation, & Lync intra-domain federation
- Scale: 18K TLS sessions, 500BSM+2000 IPO combined
- SMGR: CM connection optimize, GR mixed servers
- Hybrid TLS (H.323/SIP)
- Priority callers (H.323)
- Common Server 3 Support

- IPv6 Support
- Significant security Imp’s
- JITC Certified “Assured SIP”
- Enhance SDM deploy/patch automation, reduce site visits
- Scalability: 500K SIP Devices, 4000 IPO, expanded Presence roster, increased SIP trunks for CC

- Detailed features TBD
Avaya Aura® 7 Migrations: The 6.X Customer

**CUSTOMER PROBLEM**

These customers are committed to both Avaya and staying current. R7 values could include:

- SIP scalability (branch or overall)
- DSP Consolidation
- Applications Development with EDP
- Security

**SOLUTION ELEMENTS:**

1. Avaya Aura® Media Server
2. Avaya Aura® Session Manager or Branch Session Manager
3. Avaya Engagement Development Platform

**TYPICAL BUYER AND CRITERIA**

**BUYER:**
- Release 6
- VMware or ACS (Still on S8800’s?)
- IP but maybe not SIP endpoints
- CC or Multi-branch

**CRITERIA:**
- Enterprise wide adoption of SIP, including branch locations
- Reduce gateway TCO
- EDP development needs
- Desire to leverage latest security enhancements

**VALUE PROP**

- Transparent capacity between H.323 and SIP at branches and growth to 28 SMs
- 13 to 1 reduction in gateways with AAMS
- EDP for customer specific applications and communications integration
- AES-256, Enhanced Cert management, Out of band management

**DISCOVERY QUESTIONS:**

- Have you been constrained from adopting SIP by previous capacity limits?
- How many gateways do you have? Are you looking for ways to reduce operating costs (power, cooling, space)?
- Do you have app or custom solutions needs that have been seen as too expensive in the past to create?
- How much sensitive customer data gets passed thought your communications solution?

**KEY DIFFERENTIATORS:**

- Enterprice scale to 250K SIP users / 350K devices including 5K users at each branch
- EDP: rapid, cost effective app development by Avaya or Partners
- Avaya provides integrated end-to-end security.

**Why Now?**

*Has SIP scalability at branches been holding back your customer?* Seamless to H.323 Media Server consolidation for reduced TCO: Flash cut possible but not required as high DSP installs gains benefits of single 1U form factor for 4,000 channels

*Customized applications and communications enablement:* EDP 3.1 includes continued expansion of core and snap-in capabilities including enhancements to call control, Presence Services, Engagement Designer, Engagement Assistant, Co-browsing and Mobile video click-to-call?

*Security:* Keep completely up-to-date with latest security enhancements.
Avaya Aura® 7 Migrations: Moving to Virtualization / Mobility

Legacy hardware is out of step with the adoption of virtualization for enterprise applications:
• Unique hardware is costly to support
• Unable to extend VMware standardization to communications
• Limited access to Mobility solutions

SOLUTION ELEMENTS:
1 Avaya Aura® Virtualized Environment or Avaya Appliance Virtualization Platform
2 Avaya Aura® System Manager with Solution Deployment Manager
3 Avaya Communicator for Mobility solutions

TYPICAL BUYER AND CRITERIA
BUYER:
• Release 5 or below
• S8800 Servers or below
• TDM or IP but limited mobility
• VMware shop
CRITERIA:
• VMware or VMware based
• Flexible support for required capacity and applications across different locations
• Growth without hardware forklift

DISCOVERY QUESTIONS:
• Do you have a virtualization strategy for your enterprise applications?
• Are your servers optimized for the applications and capacities you require?
• How many servers do you currently support for communications and collaboration applications?
• Are you looking for ways to reduce the operating costs (power, cooling, space) of your server farm?

VALUE PROP
• Reduce server TCO: capital cost, power, cooling, and space requirements
• Leverage training and expertise on VMware to include communications and collaboration
• Flexibility: add new capabilities and capacity simply and cost effectively
• Scale hardware to match location specific or data center specific requirements

KEY DIFFERENTIATORS:
• Distinctive customer flexibility: customer or Avaya provided servers
• No VMware training required for AVP option
• Mix and match / migration according to customer needs

Why Now?
Support: Have you considered the potential business disruption and expense associated with being on an unsupported hardware release?
The cost savings of virtualization: Common VMware training / knowledge base, volume purchase of standard hardware platforms, flexibility to move applications or capacity as business needs change, reduced hardware footprint.
Flexibility: Moving up the UC stack? Virtualization provides flexibility to scale and add applications as business needs change or user requirements grow. Virtualization also allows customization of applications for individual location needs.
Security: Avaya provides integrated solutions (not piece parts from a string of acquisitions or 3rd parties). This provides an end-to-end focus on security and minimizes gaps between elements.
Avaya Aura® 7 Migrations: From Telephony to UC

### CUSTOMER PROBLEM

Legacy infrastructure will not support Unified Communications:
- Complete lack of integration with video, mobility and conferencing
- Unable to adopt / leverage SIP core or applications
- Enterprise applications and communications are separate

### SOLUTION ELEMENTS:

1. Virtualization: on either customer or Avaya provided servers
2. Session Manager / SBCE: Flexible network core with adaptable trunking
3. Avaya Communicator: device / location agnostic collaboration (are deskphones really required on every desktop?)

### TYPICAL BUYER AND CRITERIA

**BUYER:**
- Release 4 or below
- TDM Endpoints
- Proprietary hardware
- Legacy network connectivity

**CRITERIA:**
- Reduce costs of disparate systems and services / Allow for growth
- Improve employee productivity and demands for mobility / flexibility / BYOD
- Improve security of network and apps

### DISCOVERY QUESTIONS:

- Do you have a virtualization strategy for your enterprise applications?
- Are you concerned about network access and cell phone costs?
- Are you concerned about your ability to meet your expected grow requirements on your current architecture?
- Can you integrate 3rd party solutions you become responsible for when new companies are acquired?
- Are you looking to add BYOB support for employees?

### KEY DIFFERENTIATORS:

- Quality and reliability: the real core of lower TCO
- Integration with 3rd parties: leverage other investments into a complete solution
- Comprehensive support services proactively address issues before they become costly outages

### VALUE PROP

- Reduce hardware TCO: capital cost, power, cooling, and space requirements
- Reduce recurring costs: in-house conferencing, adaptable trunking, wireless
- Simplify administration by automating upgrades and maintenance: easier, faster and less error prone
- Flexibility: add new capabilities and capacity simply and cost effectively

### Why Now?

**Support:** Have you considered the potential business disruption and expense associated with being on an unsupported software / hardware release?  

**The Cost Savings of a up-to-date solution:** In-house conferencing, Dual mode (G3/G4 and Wi-Fi) wireless support, server virtualization, soft clients, SIP based routing (centralized routing and dial plan management, policy-based routing including time of day routing, alternate routing, load balancing, call admission control, Tail End Hop Off (TEHO), Centralized SIP trunking), BYOD

**Employee Productivity:** Efficient access and reachability for mobile workforce, cost effective collaboration through audio/video/web conferencing, workflow streamlining with Engagement Development Platform, team engagement across locations / time zones with Multimedia Messaging.  

**Security:** End-to-end focus on security provides piece of mind as customers move off TDM and into the world of UC.
### Avaya Aura® 7 Migrations: The CS1000 Customer

**CS1000 E remains fully supported but customers may migrate for:**
- SIP core values
- Seamless mobility across multiple devices
- Integrated in-house audio/video/web collaboration
- EDP applications

**SOLUTION ELEMENTS:**
1. Avaya Aura® Platform, starting Avaya Aura® Session Manager, and adding Avaya Aura® Communication Manager
2. Avaya Communicator and Avaya Aura® Conferencing
3. Avaya Engagement Development Platform

### TYPICAL BUYER AND CRITERIA

**BUYER:**
- Any M1 or CS1000 release
- VMware for enterprise apps
- TDM or IP
- Limited or no mobility / conferencing solution today

**CRITERIA:**
- Investment protection at customers pace
- Migration to UC values
- Long term supported platform
- Flexible, cost effective customization

**VALUE PROP**
- Blue to Red upgrade pricing (ASIPP) and flexible migration schedule
- Stepping stone approach with Session Manager core
- Significant TCO jump from proprietary hardware to COTS virtualization
- Access Engagement Development Platform

**DISCOVERY QUESTIONS:**
- What are your plans in terms of rolling out unified communications solutions?
- What is your next step after CS1000? Have you thought about a step by step migration path?
- Do you have a virtualization strategy for your enterprise applications?
- Do you have app or custom solutions needs that have been seen as too expensive in the past to create?

**KEY DIFFERENTIATORS:**
- Flexible, customer driven migrations at upgrade pricing
- EDP: rapid, cost effective app development by Avaya or Partners
- Complete portfolio for conferencing, mobility, and omni-channel customer engagement.

### Why Now?

**The Cost Savings of a up-to-date solution:** In-house conferencing, Dual mode (G3/G4 and Wi-Fi) wireless support, server virtualization, soft clients, SIP based routing, BYOD

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Q & A