# Avaya Notification Solution

Alert the right people at the right time with the right information

Can you get the word out fast enough?

One of your most important clients has escalated a serious complaint. One of your University's lecturers calls in sick. A mechanical fault has been reported in a distillation unit at one of your largest oil and gas refineries. Threatening winter weather promises to wreak havoc with your executive team's travel plans and committed schedule. You need to engage key stakeholders immediately to plan your organization's response. What should you do?
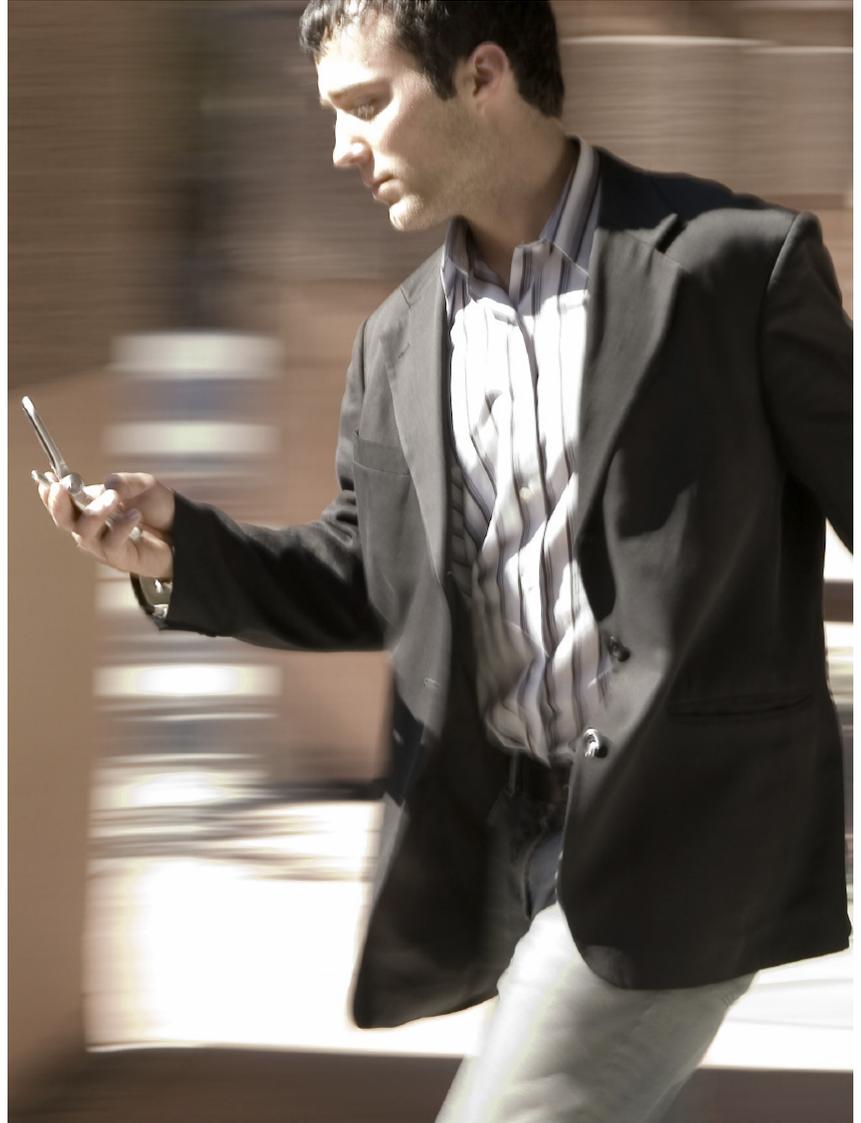
Most organizations have business continuity or disaster recovery plans for recovery from natural or man-made disasters. Many have plans to deal with business critical events if and when they occur. But how many are equipped with the right communications tools to respond effectively during such events? As an event unfolds, your organization needs to be able to convey specific information and instructions to those who need to know. This might include providing information on what is taking place, soliciting an acknowledgement or response, or supporting real-time collaboration through audio and media conferencing services. A highly mobile society with decentralized workplaces complicates matters. Where are your team members at any given moment?

How many doctors, nurses, technicians, and staff are in your hospital? How can you most effectively reach them and bring them together into a collaborative environment?

An e-mail, calendar invite or voice mail message at the last minute — or after the fact — is no longer enough. Instead, organizations today need to be proactive. They need the communications tools to enable automated real-time notification, response and collaboration. They need the ability to reach individuals at the push of a button. Those responsible should be able to engage people with a need to know regardless of means of communication. The need is real and urgent. Avaya has the answer.

When seconds count, you can be there

With the Avaya Notification Solution, you can transmit critical information and instructions in real-time across your organization or response network. Press a

button and you can issue a pre-scripted or recorded message to a targeted group of recipients, then gather a response or place the recipients into a conference bridge. Highly flexible and powerful, the Avaya Notification Solution is designed to address the needs of small to mid-size organizations and scales to address the needs of large enterprises. It supports community-based notification applications seen with government agencies, businesses, educational or healthcare institutions, and critical infrastructure such as airports, seaports, oil refineries and related facilities. It gives management, security personnel, first-line response teams, and public safety workers a centralized way to alert people, gather feedback, and place key stakeholders into a collaborative environment.

The Avaya Notification Solution offers you:

- **Speed, scalability and capacity** — with the same solution, you can notify small targeted teams or thousands of recipients in real-time.

- **Flexibility** — before an event occurs, prepare pre-recorded or pre-scripted messages, target specific users and/or groups, and define chains of escalations should the primary users or recipients not be reachable. When an event occurs, trigger the notification through a web portal, a dial-in trigger, or through a third-party system.

- **Multichannel, multimodal notification** — broadcast messages to enterprise telephony end-points, IP network, landline, wireless phone, Wi-Fi Phone, IP phone, SMS, e-mail, Instant Messaging client, IP Speakers, or other customized channels to reach the widest audience.

- **Integrated Conferencing and Collaboration** — issue message broadcasts, which bring recipients into an "on-board" conferencing environment in real time. Integrate with Avaya Meeting Exchange for seamless handoff into a moderated conferencing environment or with third-party conferencing services.

- **IP Phone Zone Paging** — select pre-defined zones from the IP phone screen and broadcast voice/text messages to hundreds or thousands of IP phones and multiple IP speakers in single or multiple zones instantly.

- **Message In-box** — leave a voice message in a group in-box and allow users to call into the system to retrieve the message.

- **Targeted communications** — broadcast relevant messages to specific individuals and/or groups according to roles, responsibilities, and other user-defined attributes so the first-line response to an event is coordinated, managed and, controlled.

- **Situational awareness** — capture and consolidate message broadcast responses, poll recipients to determine their location and status, transfer people when they respond, and conference in multiple parties for real-time management of people and resources.

- **Detailed reporting** — for post-event analysis, compliance and reporting, compile detailed response analytics as an event unfolds. Get visibility into the recipients reached, through which devices, type and time of response, and the performance of the issuing party "operator."

- **Open web services API** — expand the value of the Avaya Notification Solution by integrating with third-party systems through an open web services programming interface and by leveraging a service-oriented architecture and framework.

- **Multivendor environment** — leverage existing investment in non-Avaya PBXs and other Unified Communications systems and platforms already deployed within your organization, helping you realize improved return on investment.

An end-to-end solution with no guesswork

When lives are on the line, critical facilities are threatened, or security is undermined, technology is important. An effective notification solution should consider your existing environment, policies, procedures, and workplace design. It should leverage existing resources wherever possible and reinforce proven processes. Ultimately, it

should be about engaging the right people at the right time. The Avaya Notification Solution can do all of this and more. Avaya's consultants and advanced solution architects work with your organization to understand your environment and how it influences the system configuration, design, and installation. Avaya can work within the parameters of your existing disaster plans and help refine those plans, and guide you through critical decisions about deployment, timing and activation of the system. Avaya can deliver comprehensive formal training and documentation, and offer knowledge transfer each step of the way.

Our services include:

- Project management

- Requirements capture

- Solution design

- Custom software development and integration with third-party systems

- Stress testing

- Production deployment and capacity design planning with existing communications infrastructure

- Activation support

- Support for security compliance evaluation, vulnerability assessment and patch applicability

- Documentation and training

- Ongoing support and maintenance, including 24/7/365 remote support

What makes the Avaya Notification Solution different from other Alert and Notification systems? Speed, scalability, and capacity. If you have already invested in Avaya's communications infrastructure, the Avaya Notification Solution can extend your investment by bringing new uses to IP

Phones, Conferencing and Call Bridging. If you have a multivendor communications environment, the Avaya Notification Solution can be configured to leverage that investment as well.

In an increasingly complex world, it's not just a matter of if an emergency or business critical event will occur — it's a matter of when, and, more importantly, how effective you are at responding. Every organization has the responsibility to provide the best and most comprehensive disaster-response planning possible along with effective communications when a business critical event takes place. Be prepared for virtually any scenario by choosing the Avaya Notification Solution. With Avaya's extensive knowledge of emergency planning and the flexibility and ease of use Avaya's solution offers, you may not be able to prevent a crisis or unplanned business critical event, but you can rest easy knowing you have the ability to protect your business and your people by responding.

Technical Specifications

The Avaya Notification Solution is a software solution, which runs on commodity Red Hat Enterprise Linux server hardware platforms. The supported configurations include:

Server Specifications

- OS: 32-bit Red Hat Enterprise Linux 5

- CPU: Quad core, Pentium 2.8Ghz CPU (minimum)

- RAM: 4GB (minimum)

- Disk Storage: 60 GB storage (minimum)

PBX and Communications

- Avaya Aura® Communication Manager 5 and above

- Avaya Communication Server 1000 5.5 and above

- Avaya IP Office Release 6 and above

- Avaya Aura® Session Manager*

- Avaya Aura® Session Border Controller*

* Optional

Internet Web Browsers

- Microsoft Internet Explorer (IE) version 6, 7 and 8

- Mozilla Firefox

- Google Chrome

Optional Components

- Directory Servers

  - LDAP version 3 (Microsoft Active Directory and OpenLDAP)

- IP Devices

  - Avaya 4600 and 9600 series IP Deskphones

  - Avaya 1100 and 1200 series IP Deskphones (UNIStim 5.0)

- Wi-Fi Phones

  - Polycom Open Application Interface (OAI)

- Instant Messaging

  - IBM Lotus Sametime Connect 8.5 and above

  - Openfire 3.6 and above

- SMS

  - Short Message Peer-to-Peer (SMPP) 3.4

  - Multi-Tech MultiModem GPRS MTCBA-G-F4 Wireless cellular modem

  - Clickatell - Communications Provider, Bulk Messaging Services

- E-mail

  - Simple Mail Transfer Protocol (SMTP)

- IP Speakers

  - Atlas Sound IP addressable loudspeaker systems, 18SCM

- External Audio Conference Bridge

  - Avaya Meeting Exchange 5.2 SP1 and above

Learn more

To learn more about the Avaya Notification Solution, other award-winning Avaya solutions and Avaya Client Services, talk to your Avaya Account Manager or Avaya Authorized Partner. Also, visit us at www.avaya.com.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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