AVAYA

The Power of We™

Why Avaya Aura Conferencing

- **Collaboration to fit your network:** Scalable audio, web, video conferencing. No need to create parallel networks to accommodate multimodal collaboration.

- **Productivity:** Improve real-time collaboration between dispersed teams, remote workers, even customers and suppliers outside the enterprise using web-based tools.

- **Communications costs:** On-premise solution can reduce conference service and trunking costs.

- **WAN costs:** Distributed architecture and media cascading reduce WAN usage.

Avaya Aura® Conferencing with Avaya Flare® Experience

An enterprise-ready communications and collaboration solution—for audio, video[1], or the web—that can scale to thousands of users.

The workplace has never been more mobile—people can and will log in and work from anywhere.

But translating all of this mobility into a competitive advantage—better teamwork, faster decisions, more responsive customer service—requires a new generation of communications capabilities designed for mobile collaboration.

Avaya makes this easy with Avaya Aura® Conferencing and Avaya Flare® Experience—an integrated, unified communications solution specifically designed to support more informed decision-making, faster execution and enhanced knowledge sharing in today's mobile environment.

Now anyone in your organization can turn nearly any device—a laptop or desktop computer, even an iPad or iPhone device—into a one-stop collaboration center. Start with an audio call and escalate to content sharing and video. Talk, share documents, applications and more: Avaya Aura

Conferencing is a complete, multi-modal collaboration solution designed to support thousands of users across today's mobile, distributed enterprise.

Benefits to Your Business

Productivity: Provide everyone in your organization with intuitive communication tools that allow them to focus less on technology and more on supporting customers, completing projects and producing impactful results.

Savings: Consolidate today's fragmented mix of user collaboration tools. Avoid proprietary lock-in and reduce management complexity while lowering WAN costs and outside conference service fees.

Increased Flexibility: Separate the conferencing application from the media processing server and get flexibility and control over when and where conferencing servers are implemented, along with a high degree of resiliency.

[1] Future availability

Top Navigation Bar has tabs for call control, message management, conference roster and contact lists.

Fans for managing all calls and interactions.

Use spotlights to manage calls, add conference participants

A Wide Range of Devices

With Avaya Aura Conferencing, an audio conference can take place from nearly any endpoint. Web collaboration can be accessed on a wide range of devices using Avaya interfaces:

• Avaya Flare® Experience turns an iPad or Windows-based desktop into a one-stop collaboration center.

• Avaya Aura® Collaboration Agent, a web-based component of Avaya Aura Conferencing, can be used with Windows or MacOS web browsers to manage and participate in conferences and share information.

• The Avaya Web Collaboration Agent app for iPhone devices lets you view shared content and present to co-workers or customers from your iPhone.

Collaboration Has Never Been Easier.

To collaborate effectively, you need all your communications working together.

Avaya Aura® Conferencing puts all the tools together for easy, one-touch access on iPad, Mac or Windows desktops.

To initiate a call or a conference call, just drag and drop contacts into the spotlight. No manual dialing is required.

Easily switch back and forth between IM, voice, and e-mail—no more having to open multiple windows or multiple apps. Use IM contact lists and chat sessions to manage separate conferencing streams.

Find contacts or search your enterprise directory. Send Outlook invites

automatically containing the conference information and links (URLs)[2].

Share content—just one push of the "collaboration" button and all of your conference participants can view your desktop, uploaded files or a shared whiteboard. Collaborate with another Avaya Flare Experience user or anyone with a web browser or iPhone device.

No need to ask "Who is on the bridge?" or "Who just joined?" or "Do you have the URL for the web share?" You can quickly see who is a presenter, who has raised a hand to ask a question, who is on mute, and more.

Easily manage two (or more) conferences simultaneously. For example, divide team members into separate groups to tackle different issues and then rejoin everyone later in the same conference.

[2] Future availability

Avaya Aura® Conferencing

Avaya Aura®

A Conferencing Architecture for Today and Tomorrow

Avaya Aura® Conferencing and Avaya Flare® Experience change the rules of enterprise collaboration by delivering a fully-streamlined and cost-effective solution that's easy to deploy, manage, and modify. Among the key benefits:

Leveraging the Power of the Avaya Aura(r) Platform: Avaya Aura Conferencing builds on the core Avaya Aura platform, taking advantage of its session-based collaboration technologies that make it easy to deploy collaboration applications to the right users anywhere in your organization. Once Avaya Aura Conferencing is deployed on the enterprise network, anyone can get full access to its capabilities.

Multivendor interoperability enables connectivity to your existing equipment/networks used by remote and mobile workers, and even people you want to connect with in other organizations.

Incredibly Scalable: Being software-based, Avaya Aura Conferencing can support a few dozen or tens of thousands audio, web and high-definition video users.[3] If you want to start with audio conferencing and upgrade to video later, you can do so easily without additional hardware investments.

Maximize Your Bandwidth: Avaya Aura Conferencing uses built-in intelligence to manage the load on your network: monitoring bandwidth, usage, conferences and sessions, and

adapting to your network conditions. The use of media cascading reduces the number of media streams that need to be sent across the WAN and can significantly reduce costs. Avaya Aura Conferencing also supports the use of the Scalable Video Codec (SVC), an open standard that makes it possible to more efficiently send compressed video in multiple layers. More and more devices leverage SVC and Avaya is an industry leader in deploying this new approach.

High Availability—Always On: Avaya Aura Conferencing with Avaya Flare Experience helps ensure users always benefit from rich experiences delivered reliably and in high-quality communications, with call preservation via the application server and through media server redundancy.

[3] As many as 7,500 concurrently.

Delivering "The Power of We™"

By providing a solution designed for audio conferencing, web collaboration and high-definition video conferencing, Avaya is delivering "The Power of We" to your employees so they can collaborate with each other seamlessly from virtually anywhere.

You'll see the benefits across your business:

• Jumpstart smart, effective collaboration between dispersed teams, remote workers, customers and suppliers.

• Reduce or entirely eliminate your reliance on expensive third-party conferencing and online meeting services.

• Take advantage of built-in network tools to manage WAN network traffic more efficiently.

• Leverage commercial, off-the-shelf servers for best-of-breed deployments that are rigorously tested to high standards.

Learn more

To learn more about Avaya Aura Conferencing, talk to your Avaya Account Manager or Authorized Business Partner or visit us at http://www.avaya.com/.