

# AVAYA

INTELLIGENT COMMUNICATIONS

# INTEROP<sup>®</sup>

LAS VEGAS | APRIL 27–MAY 2, 2008

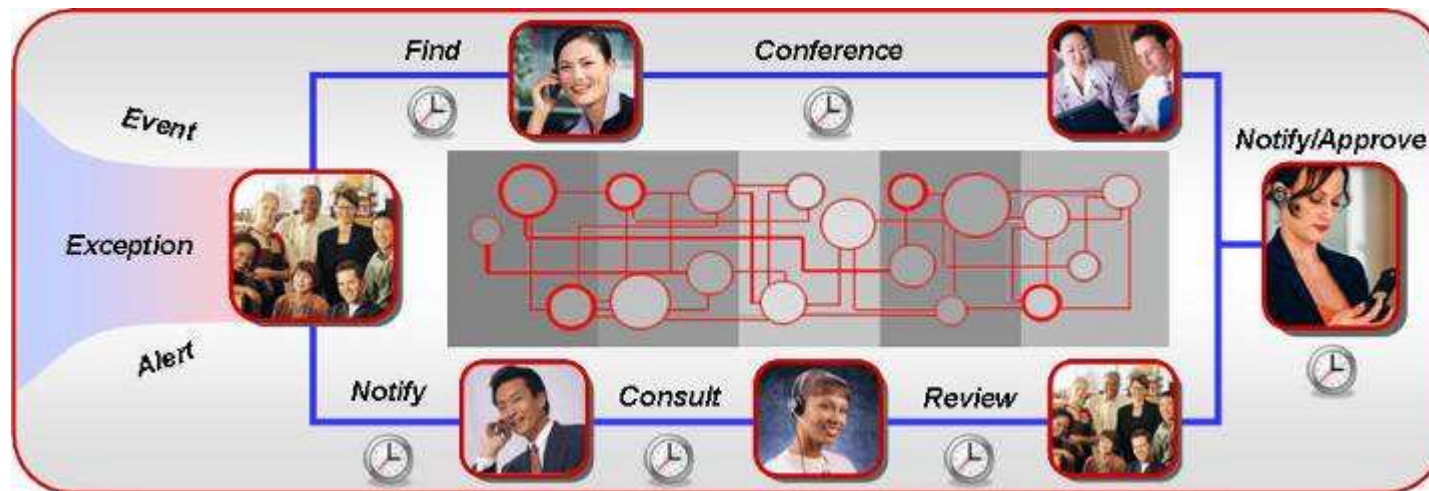
# Communications Enabled Business Processes

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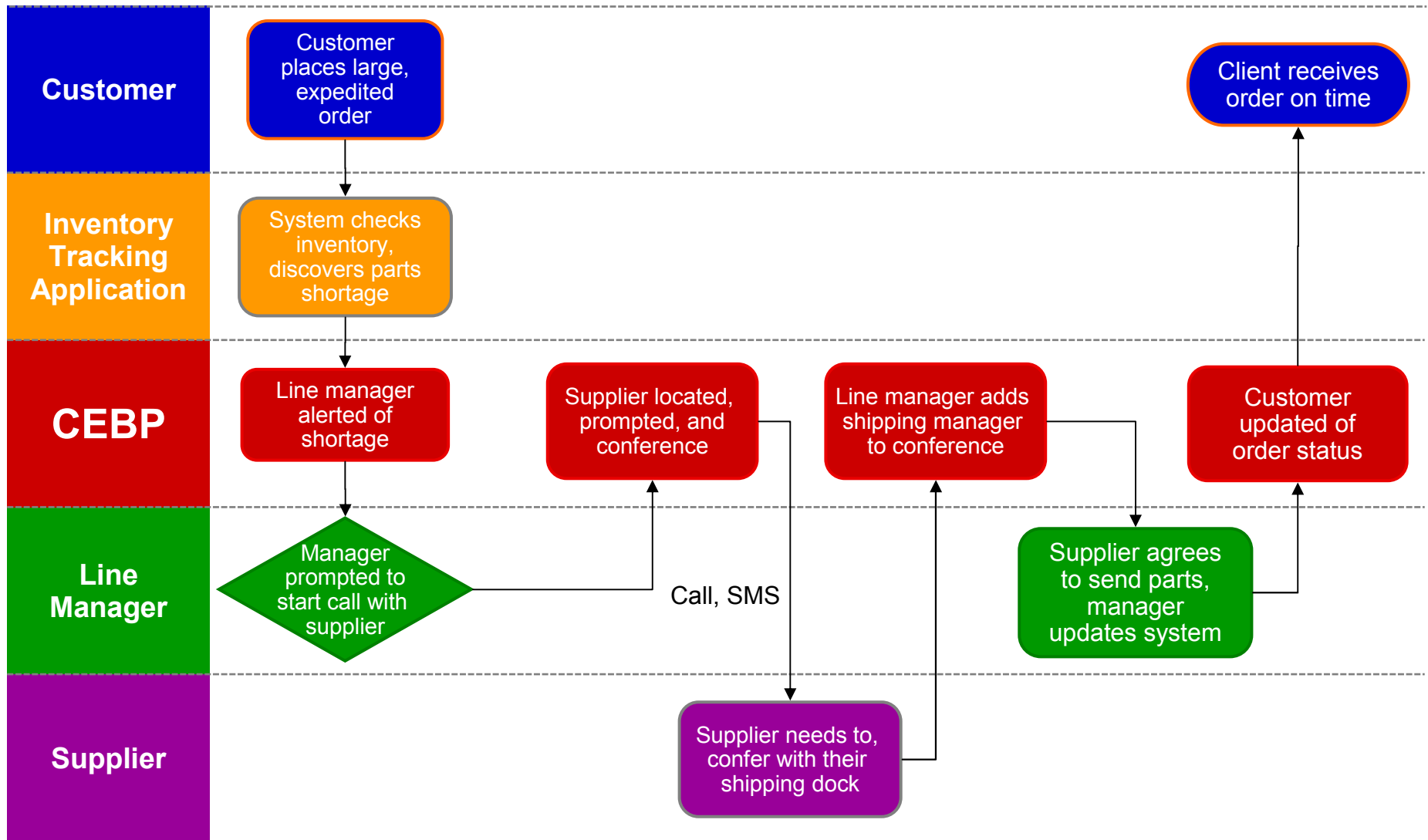


# Business Process Efficiency Challenges



- Many business processes stop at key points waiting for people
- Unintegrated communications fail to support rapid real-time decision making and effective customer response
- The act of communicating is largely manual – left up to the individual who is not empowered with effective communications
- Customer satisfaction and retention impacted

## Start with the Business Process!



## Business-Relevant Communications Services

### Advisory

- Contact a set of users and deliver a message via phone, email or SMS; users confirm receipt

### Notify & Respond

- Contact a set of users; users respond via voice form or web portal; responses trigger additional workflows

### Find & Call

- Locate users trying multiple devices according to user contact preferences

### Notify & Conference

- Notify a set of users of an event and invite users to join an instant conference

### Notify with Task List

- Assign tasks to a set of users via their preferred communication and track progress

## Process Example: Government/Safety

### Meeting safety requirements by streamlining critical operations

Government/Safety

#### Challenge

- Effectively & efficiently manage airport security check-point alert process to meet travel safety and customer needs

#### Benefits

- Speed of response, closed-loop tracking
- Rapidly engaging the right people/resources



US Airport

#### Process

- Disseminate information rapidly & consistently to security check-points & decision-makers (through various channels) when there is a security incident
- Automatically conference supervisors to coordinate response & take necessary actions
- Automate routine checkpoint notifications, issued multiple times per day to all checkpoint phones, plus support training drill notifications

**“Security is a process that can change moment by moment – requiring speed, consistency and automation”**

# Process Example: IT Change Management (ITIL)

## *Increasing speed and quality of IT decisions to meet SLAs*

IT Departments

### Challenge

- ITIL processes demand rapid 7x24 response to emergency changes
- Difficult to quickly understand out-of-hour requests and involve right decision makers

### Benefits

- Meeting SLAs (in a few hours)
- Better decision making resulting in less costly rework or recoveries
- Better work/life balance (don't watch screens all night)

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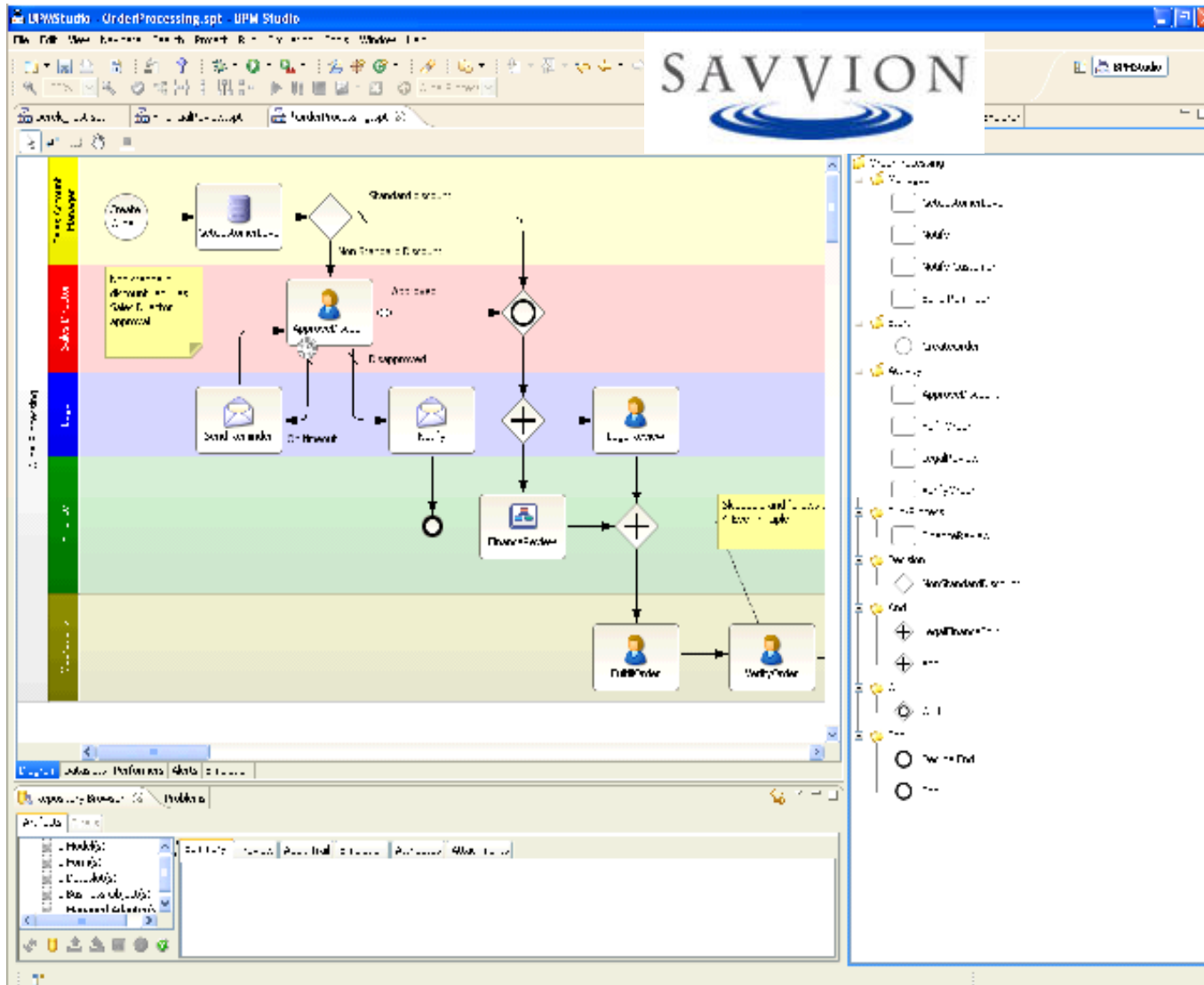
### Process

- HP Service Desk work order notifies "on call" 7x24 team member to quickly approve or reject
- Team member can bring in the submitter or other stakeholders into a conference for discussion
- Escalation if not completed within required time



**“CEBP has enabled our IT change management team to reduce its cycle time from hours to minutes while improving the quality of decision-making and work/life balance”** Lori Buckingham, Avaya CIO

## CEBP Integration Points Including Business Process Management (BPM)



### Integration

Drag and drop in BPM systems

- Savvion
- Lombardi
- IBM, SAP, etc...

Web Services in JEE / .NET

- IBM WebSphere
- BEA WebLogic
- Microsoft .NET

Web Services in Business Apps

- SAP (NetWeaver)
- Oracle (Fusion)

Web Services in IT Apps

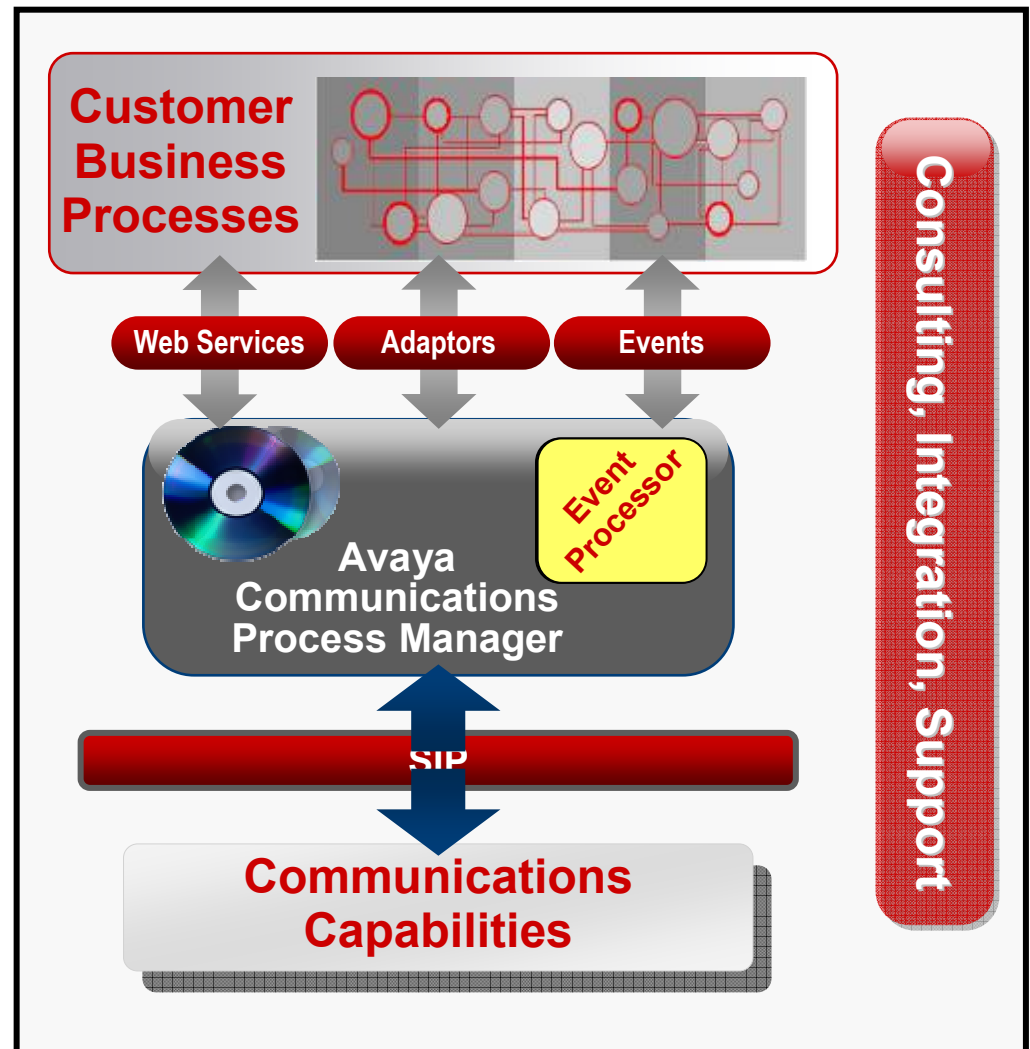
- BMC Remedy
- HP Service Mgr.

## CEBP – Leveraging Your Communications Assets

CEBP provides the ability to sense events, execute communications and track the event to closure



UC, CC and IP Telephony connect people together regardless of media, device or location



## Conclusion

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- **Target high value, mission-critical business processes**
  - Understand your processes first, then define the CEBP you need!
  - Use cases driven by specific industry and functional needs
  - ROI from customer service and demand/supply chain acceleration
- **CEBP strategy is owned by the customer**
  - This should not be about how vendors build things!
  - It is about embedding communications into your business processes
  - Develop a holistic CEBP, UC and Customer Service vision
  - Multi-vendor cooperation and open standards are critical

[www.avaya.com/cebp](http://www.avaya.com/cebp)