



# **Avaya's Service Oriented Communication for Business Integration**

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**IP Telephony**

**Contact Centers**

**Mobility**

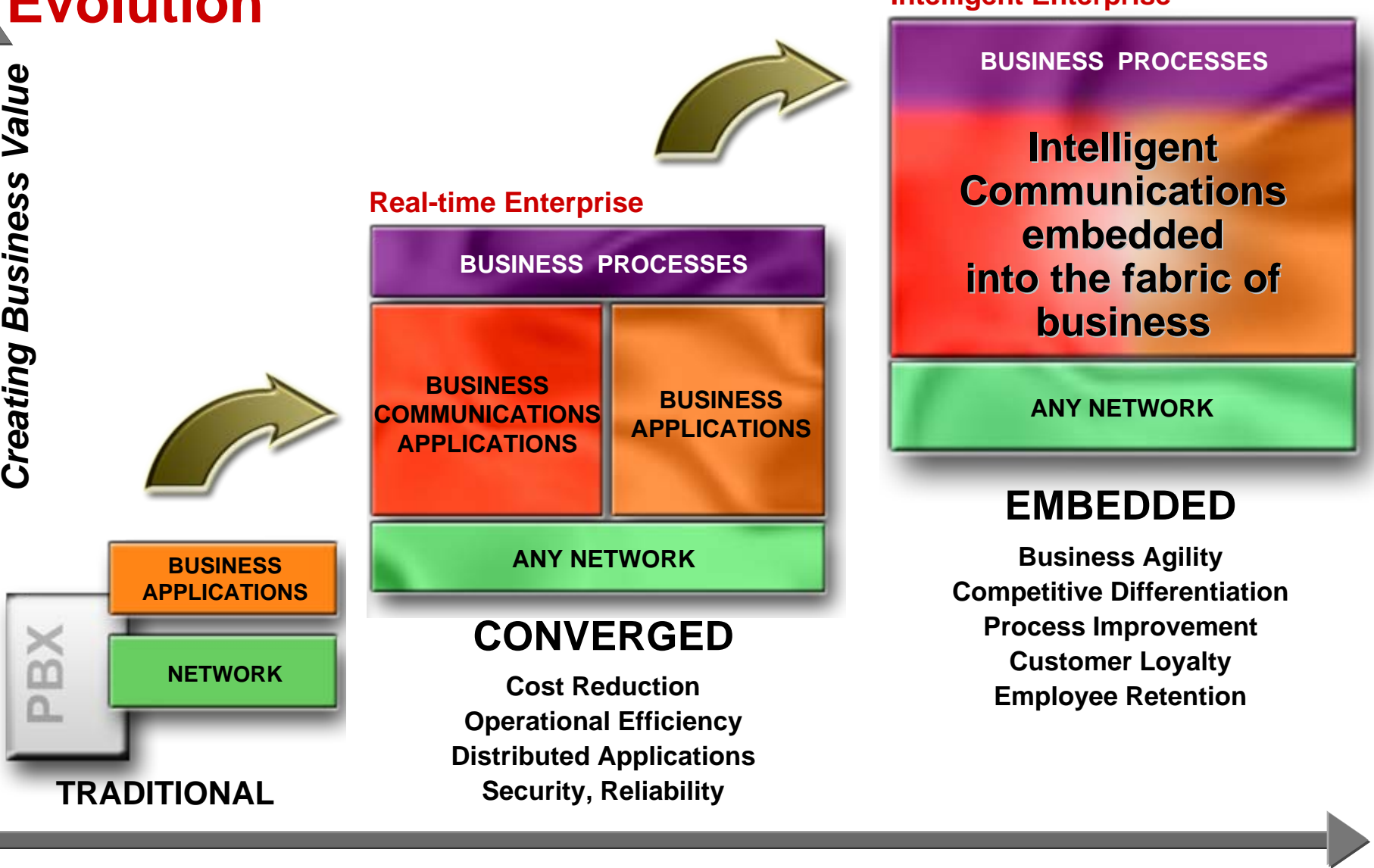
**Services**

# Communication Services

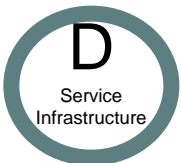
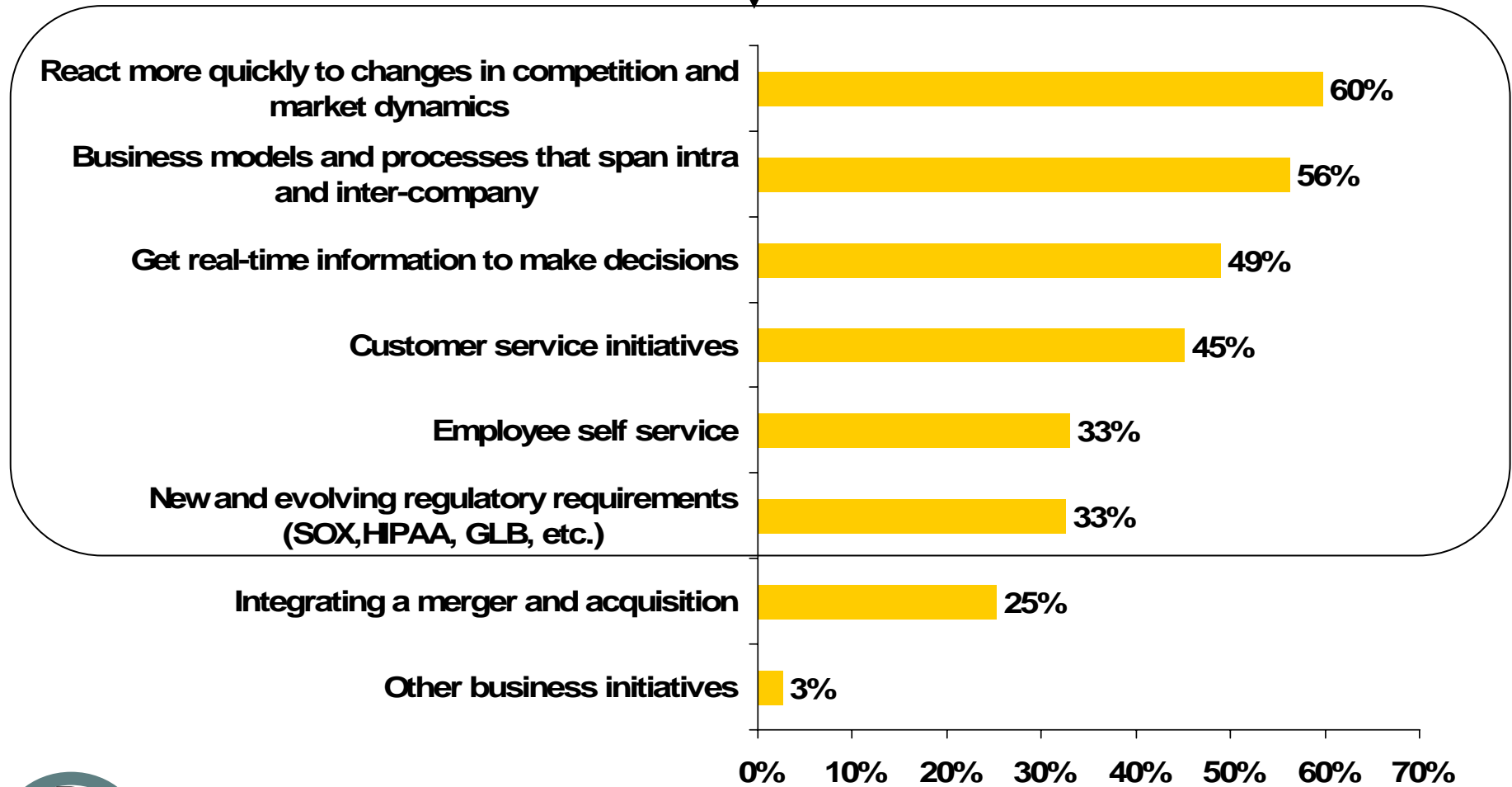
- Avaya is adapting a Service orientation to Communication: **Communication Services**
  - “**Communications-on-demand**” anywhere in business processing: desktop, application, workflow
- **Communication Services are building blocks** used to:
  - Reduce the effort to integrate
  - Rapidly create more customizable solutions
  - Ability to integrate into end-end business workflow
  - Serve customer’s customer better: context
- Communication Services for Business Use
  - Abstract Services rendered from broad portfolio of Avaya Business Communications Applications
    - Examples: Conference on Demand, Record Media, User Dialog, Notify, Alert, Locate Expert...
  - Realized by Avaya’s “Orchestration Middleware”, hosted by the Enterprise: Diamond

## Business Communications Applications Evolution

Creating Business Value



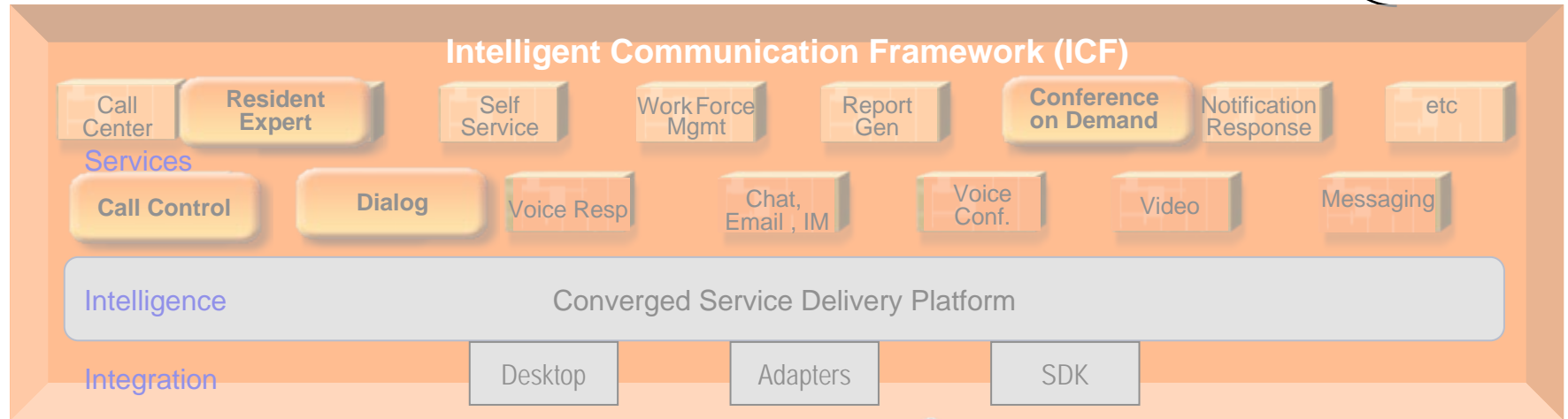
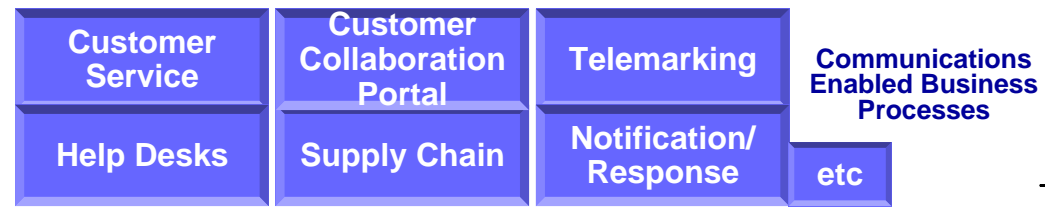
## Value Proposition Alignment with Service Oriented Communications



Q: What are the business problems your company hopes to address using SOA?  
 Base: 521 (Among qualified respondents)

## Communications as a Service

Communication  
As a Service



# What problems we are trying to solve?

## *Deliver service to customers*

Enterprises today need to **extend their reach**, **reduce their costs**, and **lower response times** of their services to customers, employees, and suppliers. This requires better IT alignment with business strategies.

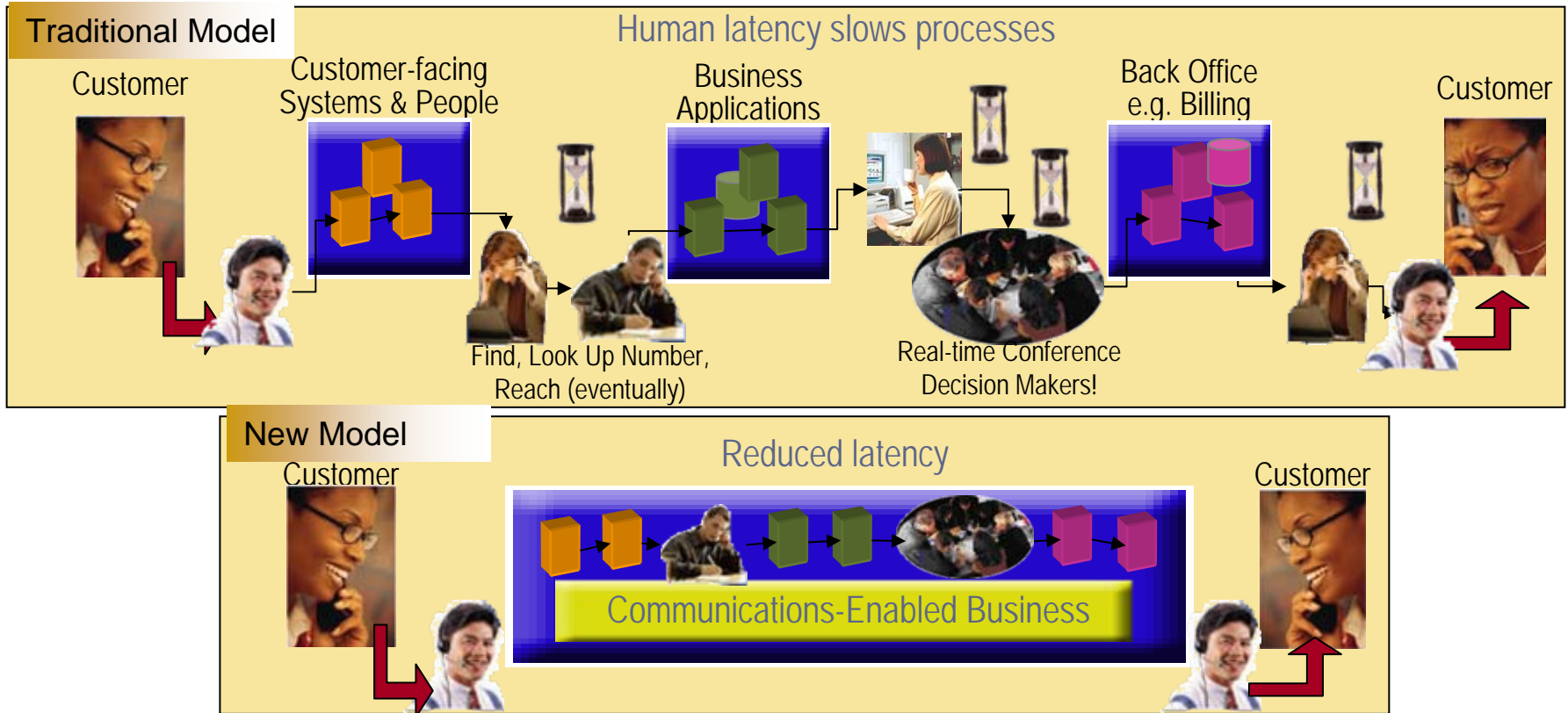
## *Agility*

Typically, services must combine existing enterprise information systems (EIS's) with new business functions that deliver services to a broad range of users. The ability to implement new services and change existing services in a fast and efficient manner yields competitive advantage.

## **Examples:**

- **Business change** – shift business ownership of a customer segment between divisions in an enterprise
- **Acquisition and/or merger** - integrate systems
- **Interface with other companies** – B2B transactions and processes
- **Faster time to market** – for new products and business processes

## Benefits of Comm-Enabling Business Processes



- Proactive – Events drive sessions to key decision makers
- Automation reduces time to resolution
- Efficiencies drive customer satisfaction
- Every transaction delivers measurable ROI

## Summary

- Avaya-wide is moving towards a SOA environment upon which to construct new solutions
- Part of the portfolio is an “Orchestration & Event” middleware that provides AV a vehicle to introduce Communication Services into the business
- Converged Communication Solutions
  - Service Oriented Architecture
  - Communication-Enabled Business Applications & Process Flows
  - Communication as Web Services and Orchestration Product
  - Event Driven Architecture Inherent in Offerings

***Avaya is rapidly adapting to this environment to maintain AV product agility and integration with Business processes***



***Avaya will be in the market with Web Services SOA and Event Driven Middleware in 2006!***