



**The Avaya SIP Vision:
Reducing Complexity, Costs and Building a New Enterprise Communications
Future
Backgrounder**

Avaya Aura™ is a new approach to enterprise communications. It radically simplifies complex multi-vendor, multi-modal, multi-location networks and creates a truly unified architecture for enterprise communications.

Businesses today face significant interoperability challenges, using diverse communications technologies that make it costly and difficult to quickly and securely build, manage and deploy unified communications applications across the company. Current unified communications deployments tend to be expensive, fragmented and limited in scope. This frequently restricts the ability of a business to achieve the full productivity, collaboration and cost benefits of new technologies.

Avaya's new unified architecture unravels the complex nature of today's communications networks by centralizing communications control and application integration. The boundaries of multiple PBXs, geographic limitations and adjunct interfaces are eliminated with the introduction of Avaya Aura's large-scale, high-performance communications core. Businesses can now truly get the most out of the systems already in place, enabling new and older systems to work together.

In addition, by decoupling business communications applications from dependency on the system, network or device itself, the enterprise network no longer defines the relationship between a user and his or her services. Rather, communications services follow a user regardless of his or her device or location. Unique user communities can have communication services customized for their requirements, while the entire work force can use a single, enterprisewide communications infrastructure.

Avaya's elegant, evolutionary approach relies on Session Initiation Protocol (SIP), an industry standard signaling technology that sets up communications sessions consisting of one or more technologies, such as voice and video telephony, instant messaging and presence and delivers them over the Internet. Avaya Aura's SIP-based core uses IP-Multimedia Subsystem (IMS) technology. IMS is a standard generally used by Service Providers; Avaya has refined IMS to create flexible enterprise deployments. In essence, Avaya enables an enterprise to emulate the approach used by Service Providers to manage the proliferation of consumer applications and devices but with greater enterprise-level security and control and at a reduced cost.

The benefits of such an approach are significant, including greater agility for businesses, service mobility and device freedom for business users. The evolutionary-revolutionary approach provides a rapid return on investment and a simplified, powerful communications platform for business innovation.

Using Avaya Aura, enterprises will be able to securely incorporate consumer communications methods, i.e., social media such as Facebook and Twitter, text messaging and peer-to-peer communications. For example, a communications session could be augmented with a social network profile on the participants. This would provide more context than is available with current capabilities such as Caller ID and presence and could boost the outcome and value of the session. Similarly, widgets to social network home pages can be added to facilitate real-time communications and enrich customer service transactions.

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