



Avaya Aura[®] Presence Services

Real-time, multi-channel presence information and Instant Messaging (IM) for the Avaya Aura[®] Platform

Overview

Getting together with customers, coworkers, and suppliers is no longer enough. Employees need tools to take an active role in creating value, delighting customers and engaging colleagues in flexible interactions that deliver business results. To enable this transformative, people-centric engagement, Avaya has developed the Avaya Aura[®] Platform – a set of seamless components that mesh together to provide comprehensive team and customer engagement solutions that deliver a meaningful impact to your business.

Avaya Aura[®] Presence Services is a key platform enabler and provides a scalable, high performance presence aggregation service that collects and disseminates rich

presence information and multimedia Instant Messaging (IM) across Avaya Aura clients and applications. Presence Services allows users to locate and communicate with colleagues and experts to address customer inquiries, handle service issues or solve critical problems in real time. With its integrated text, video, and audio message capabilities, it efficiently beats the time trap of email, unnecessary phone calls and voicemail.

Avaya Aura[®] Presence Services collects and disseminates rich presence from Avaya and third party sources across a diverse set of business environments, enabling users throughout the network to reach the people they need, leveraging the multiple channels of communications available to them.

Presence is driving new levels of user productivity and customer care by more easily making expert resources available to customers and employees.



**Avaya Aura®
Presence Services
integrates rich
presence capabilities
across the entire
spectrum of
communications
applications and
provides flexible
multimedia
messaging
capabilities
for Unified
Communications.**

Presence and Messaging for Your Enterprise

- Single, scalable solution for real time collaboration.
- Addresses overloaded email boxes and reduces response times.
- Drives efficient communication of complex ideas to virtually any device or location.
- Easy to use with automatic activity-based updates so users don't have to spend time managing their status. Manual control is always available as an option.
- Supports third party interoperability including federated presence.
- Scales easily to accommodate new users and the ever growing sources of presence information.
- Supports point to point and multi-party messaging threads.
- Move between devices; conversations are not locked to one device.
- Persistent and secure - messages are stored and remain available even if recipients are temporarily off-line.

New Platforms, New Applications, New Utility

Avaya Aura Presence Services work in concert with other presence-based applications, from Microsoft®, IBM® and other third-party applications using open standards Session Initiation Protocol for Instant Messaging and Presence Leveraging Extensions (SIMPLE) and Extensible Messaging and Presence Protocol (XMPP).

With Avaya Aura® Presence Services users can send text, audio, video, pictures, files and other attachments in point-to-point or multi-party IM threads across mobile devices, tablets and desktops.

Supported Avaya Presence/IM Clients

- Avaya Workplace
- Avaya Agent Desktop
- Avaya Digital Workspaces
- Avaya Workplace Attendant
- Avaya OneCloud Devices including Avaya Vantage, J Series, 96X0 and 96X1 Series

This allows consistent presence visibility and the use of a wide array of business communications applications including Avaya Workplace, Avaya Devices to provide fully aggregated presence capabilities.

Benefits of Avaya Aura Presence Services

- Increased productivity by users gaining the ability to more effectively reach the people they need.
- Improved customer care in the contact center by making expert resources readily available to respond to customer issues.
- Easier collaboration between mobile, remote and headquarters' employees through presence awareness.
- Faster one-and-done issue resolution through more effective communication.
- Improved process cycle time through presence-aware business processes and the ability to “look-ahead” to help ensure the right resources are available to resolve a particular business issue.
- Enhanced flexibility, privacy and security through the choice of automatic or manual status indication.
- Flexible access to presence information which can be displayed on a variety of endpoints including Avaya Equinox, desk phones and custom applications.
- Rich user experience with your choice of media, text, voice, video, files and attachments.
- Simplify the users experience with one click escalating an IM to a voice or video call.
- Quickly gain alignment on complex ideas with individuals or groups across smartphones, tablets and desktop devices.
- Enjoy secure and persistent 1 to 1 or multi-party message delivery and storage.
- Integrates with your Enterprise Directory, including Microsoft Active Directory, IBM Domino Server, Novel e-Directory, OpenLDAP, and Sun Directory Server.
- Provides simplified licensing and access as an entitlement in the Avaya Aura Suite Licenses.

Robust, Aggregated Presence Information: Avaya Aura Presence Services aggregates presence information from telephony, calendars, desktops, and other applications to provide a comprehensive view of user and device availability.



Presence Services Use Cases

Executives – Provides continuous availability status and access to key employees whether in the office or mobile.

IT/Field staff – Ability to locate, contact and change assignments in real time.

Sales people – Know the status of key sales support and marketing staff for real-time resolution of customer questions.

Customer service/contact center – Locate and engage internal specialists and experts to resolve customer specific question with single call resolution. Determine supervisor and manager availability as required for support.

Distributed work groups – Rapidly collaborate or resolve issues at a much faster pace than email.

Team Leaders – Ability to assemble multi person IM conversations to determine status of projects, required support or re-vector resources to urgent needs.

Learn More

To learn more about Avaya Aura Presence Services talk to your Avaya Account Manager or Authorized Partner. Also, visit us at www.avaya.com.



About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter.

Learn more at www.avaya.com