SIP Trunking with Avaya Aura™ No Compromise Solutions for Midsize Enteprises

- SIP Trunking for Midsize Enterprises

- Check List for Implementing SIP Trunking

- Virtualization of Realtime Communications

- Avaya Aura No Compromise!

Value of SIP Trunking for Midsize Business

▶ Savings from ….

- – Compression

- – Optimization of Bandwidth

- – Centralization

- – Lower Calling Rates

- – On-Net Calling between locations

- – Simpler management

▶ Immediate and Automated Business Continuity

▶ Handle unanticipated spikes in call volume

▶ Geographic Independence

Example of Actual PBX Savings

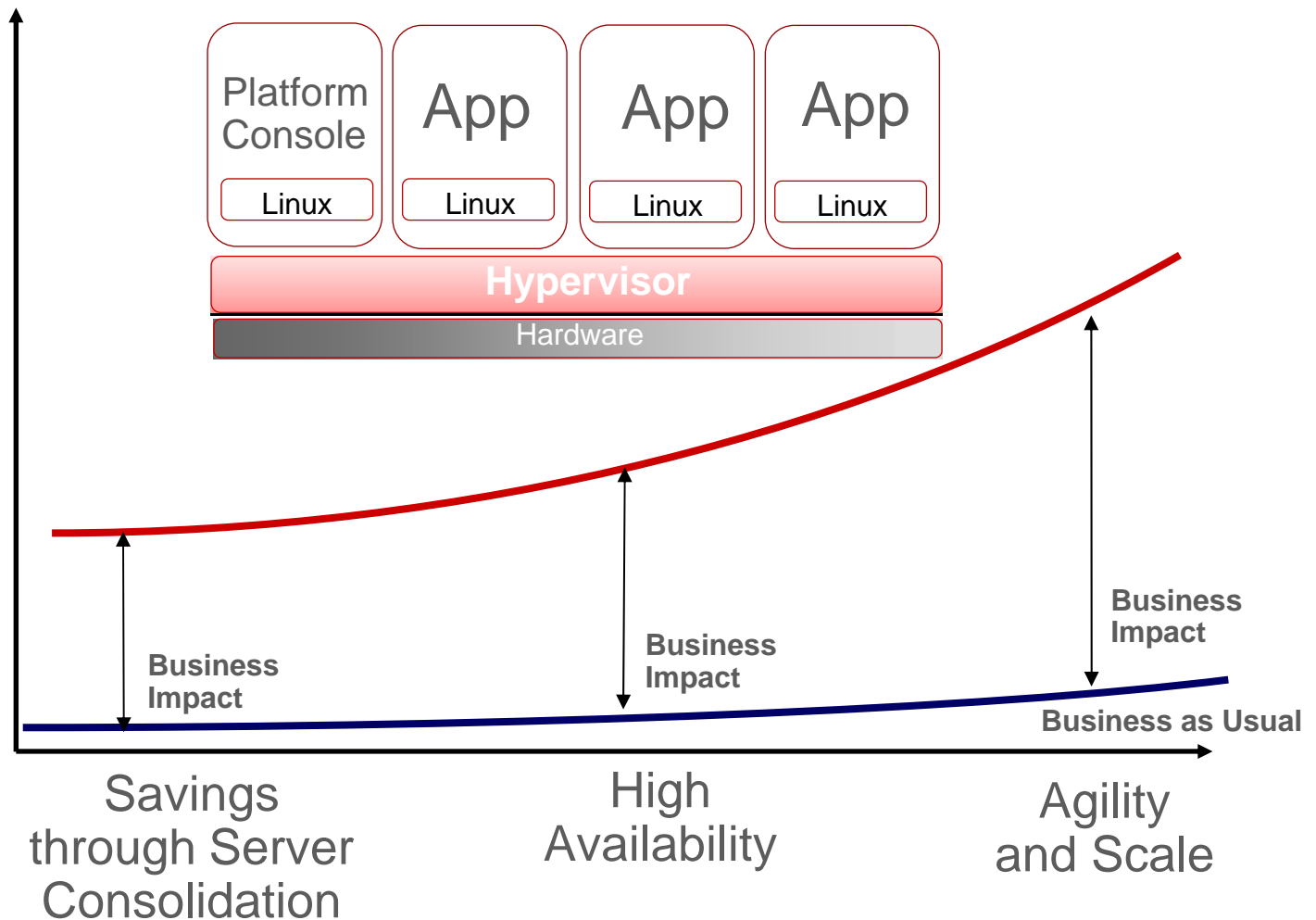| Configuration	Gateways	Port Cards	Savings (List)
TDM Trunks to SIP with Avaya Aura System Platform			
400 employees 96 trunks	1 GW	Eliminated 4 T1/E1 boards Eliminated 1 80 channel DSP board	$24K
1000 employees 200 trunks	2 GW	Eliminated 8 T1/E1 boards Eliminated 2 80 channel DSP board	$47K
2000 employees 1000 trunks	6 GW	Eliminated 44T1/E1 boards Eliminated 12 80 channel DSP board	$200K
150 Agents – 225 Trunks Contact Center			
TDM Agents E1 Trunks	2	7 24-port DCP digital line circuit packs 8 E1 interface circuit packs	-
TDM Agents SIP Trunks	1	7 24-port DCP digital line circuit packs 1 CLAN circuit pack 1 IP Media Resource 320 circuit pack	$25K
IP Agents SIP Trunks	1	1 CLAN circuit pack 1 IP Media Resource 320 circuit pack	$49K

SIP Trunking Checklist

- Examine Network Requirements

- Connect with your carrier to assess your network readiness

- Certification of IP PBX on SIP Providers Network

- Determine your IP PBX migration path

- Install required software

- Begin realizing the benefits of SIP
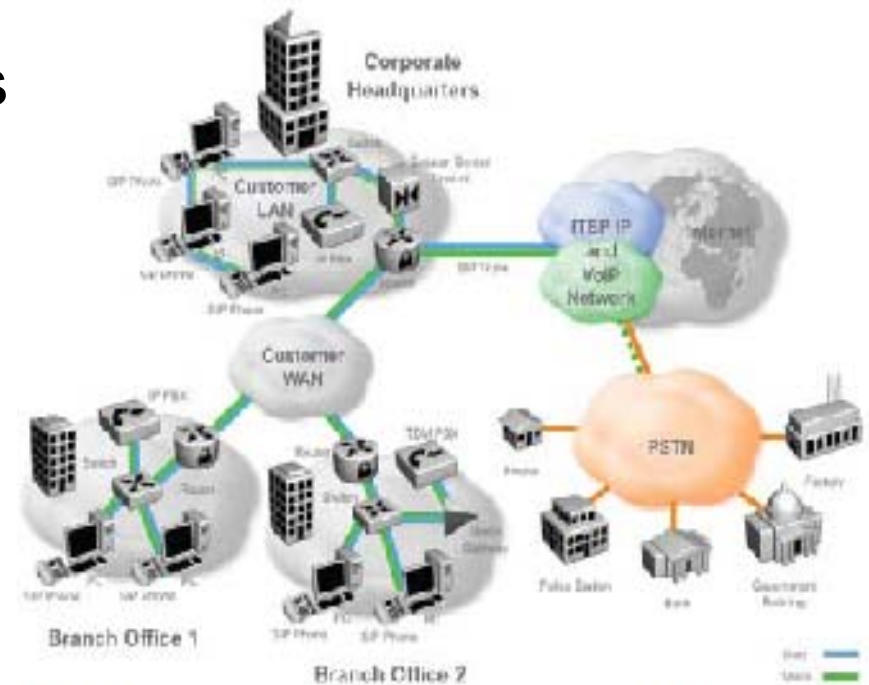
NOTE: This diagram represents one possible SIP trunking network scenario and has been included for illustration purposes only. The Session Border Controller (SBC) can also be hosted by the ITSP on behalf of the enterprise business.

Virtualized Real-time Communciations
Avaya Aura™ System Platform

AVAYA
INTELLIGENT COMMUNICATIONS

▸ **Open standards based Open Virtualized Format (OVF)**

▸ **Tested, engineered application integration on certified servers**

▸ **Major enhancements to installation, serviceability manageability**

Platform Console	App	App	App
Linux	Linux	Linux	Linux

Hypervisor

Hardware

Business Impact

Business Impact

Business Impact

Business as Usual

Savings through Server Consolidation

High Availability

Agility and Scale

Avaya Aura™ on System Platform delivers

nemertes RESEARCH

"Moving forward, support for virtualized UC will let IT bring the resiliency, agility, and cost-savings of virtualization to mission-critical communications systems. "

- Robin Gareiss, executive vice president of Nemertes Research

IDC *Analyse the Future*

"Avaya purposefully engineered its approach to virtualization to leverage some of the benefits of the technology but to specifically avoid critical failures to real-time voice preserving availability, the end-user experience, and QoS. "

Quality Voice	OPEX savings	Agility and Scale
Reduced Footprint	Future Proof with "Standards"	Green Solutions

Avaya Aura™ for Midsize Enterprises

MANY   1

Solution

▸ Avaya Aura™ System Platform virtualizes real-time core communications on a single server

▸ Complete solutions by adding Contact Center Express and UC All Inclusive

▸ Easy automated installation and management

Benefits

▸ Save – lowest total cost of ownership,

▸ Serve – best in class customer service and collaboration applications,

▸ Simplify – deployment, management and remote services

Avaya Core UC + Multi-media Contact Center
70% Less Hardware vs. Microsoft® Enterprise Edition
50% Less Hardware vs. Cisco UCM

* Comparing hardware requirements for **1000** users of **basic** unified communications enterprise telephony capabilities, essential E-911 and Multi-media Contact Center agents
SIP trunking. Future option for High Availability.
Avaya Aura™ System Platform technology.

10

Microsoft®

6

Cisco

3

AVAYA
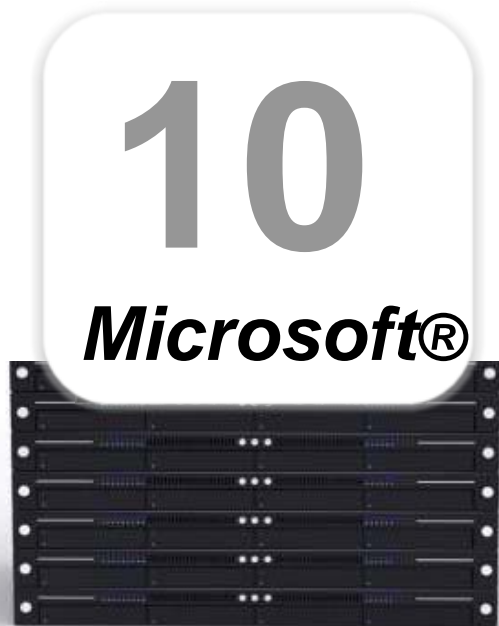
Lower OPEX & Improve Business Continuity

▸ Virtualization means less servers to purchase, install, and to pay maintenance on.

▸ Reduced energy and data room facilities – save up to 80% compared to other communciations vendors

▸ SIP ready – supports SIP trunking reducing your network expense up to 70%

▸ Lower costs for redundancy and near real time disaster recovey when deployed with SIP trunking

Videos

Click on Hyperlinks

Avaya Aura Midsize Solution for Enterprises

Virtualization

Platform Console   APP   APP   APP

Linux   Linux   Linux   Linux
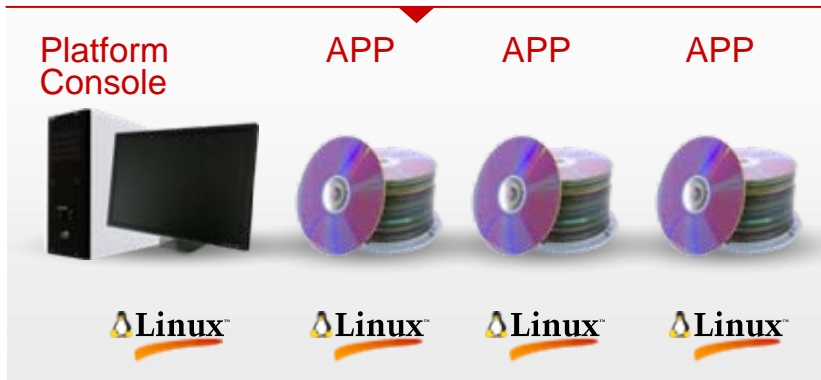
Multi-Media Contact Center

Fast Implementation

Mobility

AVAYA one-X

What do Customers Say?

"We installed the Avaya Aura midsize solution for enterprise with telephony, messaging and other applications up and running in a matter of hours with the single server – about a tenth of the time it used to take for traditional implementations,"

- Rob Dodson, IT department, US Helicopter.

US Helicopter

"The biggest benefit is what you get for the money with Avaya Aura solution for Mid-Size Enterprises. All those applications in one place – it's remarkable,"

- Todd Yelland, IT director for Mecca.

mecca services

beaumont business centres

"...we don't have to run an entire server farm to meet the different needs of each tenant – we can effectively customize communications services to each company's specific needs."

- Christine Walcher, Beaumont Business Centres.

Avaya Aura™ Delivers More for Less

NO COMPROMISE

Cut Cost

Create Competitive Advantage

Thank You

Dan Cardaropoli

dcardara@avaya.com

+1 908.953.8638