

Avaya Video Communication

**Productivity in. Travel costs out. Project speed up.
Wasted meetings down.**

Does your sales team spend too much time on the road... in the air? Are you maximizing the productivity of every virtual meeting? Could you deliver a more personal customer experience with a video kiosk at a branch location? Get your employees back to a productive place - and save some serious travel dollars. It's surprisingly easy - and delightfully personal.



Video communication enables businesses to work more effectively through face-to-face interaction. In addition, it enhances customer service with quicker issue resolution and reduces travel costs (expense, time, and CO2 emissions). In fact, according to IDC¹ companies incorporating video collaboration realized on average a 30% increase in productivity based on faster decision-making and review processes.

Additionally, the global business community is growing rapidly. Video facilitates multi-cultural decision-making by ensuring visual cues, such as facial expressions and gestures, are part of a virtual in-person meeting or customer interaction.

High quality video, audio and experiential factors, as well as advanced collaboration tools, can turn Avaya video into a true replacement for in person meetings between employees, clients and even customer service representatives. Avaya delivers a complete solution, including components, design, implementation and management, giving you a single point of contact for all your video needs.

Why Avaya Video Communication?

Video communication is a key element of Avaya Unified Communications, helping organizations make real-time collaboration more personal. Avaya solutions leverage Unified Communications and Customer Service infrastructure and applications at the foundation, and add desktop, group system and multipoint video to address unique business needs. The result is practical video telephony capabilities that are easy-to-use, manage and roll out across the enterprise.

¹Source: "Seeing Is Believing: The Value of Video Collaboration." Stofega, William. April 2007

Avaya video solutions are designed to streamline communications within a company, across enterprises, and beyond company boundaries into the consumer space. Here is how Avaya can help your business be more competitive:

- **Flexible, open solutions**

The Avaya standards-based, multi-vendor approach enables Avaya video solutions to be highly interoperable and to deliver powerful integrations, such as presence federation. Adding video to your existing communications environment — instant messaging, email and audio/web conferencing — is simple and cost-effective. And, scalability lets you easily grow the solution to meet future demand, giving you added investment protection and value, all while maintaining powerful security protocols

- **Converged voice and video network makes video easy**

The Avaya converged communications platform supports voice and video, allowing simplified deployment, management and monitoring across the enterprise. Tight integration with Avaya Aura™ Communication Manager provides a standardized dial plan, common directories, and seamless registration and authentication capabilities. Users simply dial an



extension using a phone or soft phone, and the network automatically registers the video endpoints to launch an audio-video call. Users do not need to remember video IP addresses or use multiple devices, whether the video session is an internal strategy call or an external customer call.

In addition, intelligent bandwidth management optimizes and prioritizes a business' video traffic across the network.

- **Video at the desktop**

With video at the desktop, visual communication is available to almost any knowledge worker. Avaya soft phones offer on-demand, peer-to-peer video, making video a powerful tool employees can leverage for impromptu meetings. Desktop video offers rapid deployment at corporate headquarters, regional sites, home offices and almost any other location.

- **Intuitive telephony features**

Leveraging the industry-leading Avaya Aura Communication Manager at the core of the solution enables telephony features (hold, transfer, forward, conference, and coverage paths that can hunt for a user on various pre-determined numbers) to be applied to the video call for a more effective communications experience.

- **Contact Center applications**

Avaya helps businesses stay closer to their clients with more life-like interaction by adding video to existing contact center voice, IVR, email and text communication. Customers can watch an agent demonstrate an installation procedure and ask questions in real-time. Contact center agents can take calls from any source outside the enterprise including video phones, the internet, kiosks, or cell phones. Video kiosks, for example,



empower a customer to escalate a question in a physical branch location to an expert at another site... enabling companies to leverage knowledge workers across many locations.

- **Complete, end-to-end solution**

Avaya takes an open, multi-vendor approach to video, allowing customers to incorporate best of breed video components in a solution that is fully implemented and supported by Avaya. Video solutions from Avaya include experienced start-to-finish support from Avaya Global Services:

- Design, implement, and support the complete solution, including Polycom video endpoints, network components, web-based and custom endpoints.
- Convergence services including IP network assessment, optimization, security and business continuity

- **Video solutions for verticals**

Taking advantage of partner video endpoints and bridges, Avaya delivers video applications that meet the unique needs of organizations in verticals like Financial Services, Healthcare, Education, State & Local Government and Retail.

Case Study: Western Kentucky University

Challenge

Like other universities, Western Kentucky University (WKU) is challenged with attracting students and faculty, and its support for academics and campus life is a key to success. One competitive tool is leading-edge communications. According to WKU's IT Director, "Mobile and video communications represent major opportunities for higher education institutions to offer more services, more communications options and access to more learning tools for students and staff."

Solution

To bring students and faculty together for classes and meetings across seven campuses, Western Kentucky University engineered individualized video communications consisting of Avaya soft phones with Video Integrator and Avaya Aura Communication Manager. The solution extended a campus-wide video application that also employed gatekeepers and endpoints (including rooms with high-definition video). WKU also integrated video components with Avaya Aura Communication Manager call processing software to deliver a robust education-oriented video platform.



Value Created

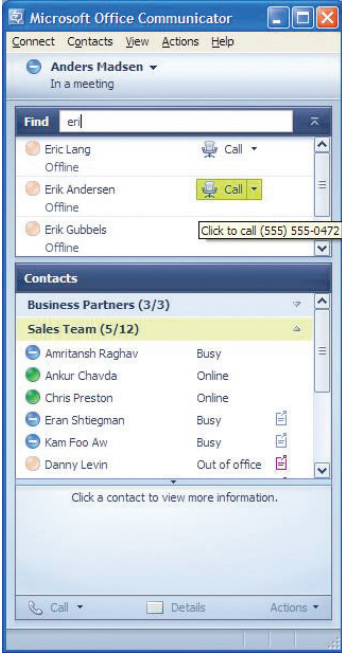

- Growth based on communications: increased student enrollment, up 20 percent in four years, was facilitated at satellite campuses by video applications that addressed the need for a range of diverse teaching and learning methods.
- Improved instruction and curriculum: video courses in 2008 increased by 13 percent over 2007, with 3% more students enrolled in video courses, reflecting a trend to enable students at satellite campuses to routinely experience classes staged at the main campus.
- Better mentoring to get careers off to a strong start: with "virtual office hours," satellite campus students can meet with remote faculty for detailed and personal discussions.


Video for Workforce Productivity

Leveraging Avaya telephony capabilities makes it easy and effective to add video to everyday communications or for more dynamic meetings.

Avaya video communications can come in different forms based on the type of video endpoints included. All of the forms have Avaya IP communications infrastructure and applications at the foundation, and add desktop, group system or multipoint video to provide the desired capabilities.


Capabilities	How it Works	Why it's Valuable	Products
<p>Point-to-point desktop video</p> 	<ul style="list-style-type: none"> Dial a 4-digit extension using a hard phone or Avaya one-X® Communicator and IP Softphone and automatically add video to the interaction. Functions such as hold, mute, transfer, & conference work for voice and video simultaneously. 	<ul style="list-style-type: none"> Easily use video without looking up a video IP address Launch a voice and video call from any location, using Avaya one-X® Communicator and IP Softphone Make regular phone calls more effective with face-to-face interaction 	<ul style="list-style-type: none"> Avaya Aura Communication Manager Avaya or Avaya one-X® Communicator and IP Softphone Avaya Video Integrator software
<p>6-party video</p> 	<ul style="list-style-type: none"> Polycom HDX or VSX series endpoint allows 6-way video. Easily add others to the meeting (up to 6 video participants) from a phone call using a hard or soft phone. 	<ul style="list-style-type: none"> See 3 other parties at once, for a more personalized meeting experience. Add visual context to ad-hoc or planned conversations or small meetings. Leverage Avaya telephony capabilities 	<ul style="list-style-type: none"> Avaya Aura Communication Manager Avaya or Avaya one-X® Communicator and IP Softphone Avaya Video Integrator software Polycom HDX or VSX series endpoints



Capabilities	How it Works	Why it's Valuable	Products
<p style="text-align: center;">Click-to-Video from Microsoft Office Communicator or IBM Lotus Sametime</p> 	<ul style="list-style-type: none"> Click on a buddy in your contact list and launch a voice and video call. 	<ul style="list-style-type: none"> Leverage presence info to connect with buddies quickly, maximizing Avaya telephony features. Simplify access to video calls. 	<ul style="list-style-type: none"> Avaya Aura Communication Manager Avaya or Avaya one-X® Communicator and IP Softphone Avaya Video Integrator software Microsoft Office Communicator client... OR... IBM Lotus Sametime Connect client Polycom HDX or VSX series endpoint (optional)
<p style="text-align: center;">Group Video (conference room)</p> 	<ul style="list-style-type: none"> Connect large groups that are located in dispersed conference rooms. Can incorporate HD (High Definition) video for an optimum experience. 	<ul style="list-style-type: none"> Ideal for group meetings; brings the “in-person” aspect of live meetings to virtual meetings. Rely on bandwidth management, class of service, and integrated voice and video network management capabilities from Avaya 	<ul style="list-style-type: none"> Avaya Aura Communication Manager Avaya or Avaya one-X® Communicator and IP Softphone Avaya Video Integrator software Polycom HDX or VSX series endpoints

Capabilities	How it Works	Why it's Valuable	Products
<p>Multipoint Conferencing</p> 	<ul style="list-style-type: none"> Connect dispersed participants that may be using different endpoints (audio only, group system video, desktop video, etc) 	<ul style="list-style-type: none"> Participants can join from different locations, using different types of endpoints (audio & video) The RMX and MGC video bridge system can be configured to dial out to each participant simultaneously to start the meeting. 	<ul style="list-style-type: none"> Avaya Aura Communication Manager Avaya or Avaya one-X® Communicator and IP Softphone Avaya Video Integrator software Polycom RMX and MGC series Multipoint Control Units (MCUs)

Video for Customer Service

Video has become a viable and valuable medium for rich media customer service applications. Providing visual context with speech recognition or streaming “live” video with service representatives or resident experts allows organizations to serve customers in a more intimate and efficient way. Leading applications involve combining video and speech to help simplify and speed user understanding of self service selections. Organizations can also combine video and voice technology with enterprise CRM data to stream video ads or dynamically offer upgrade incentives and service options.

Capabilities	How it Works	Why it's Valuable	Where it is Used
<p>Video Contact Center applications</p> 	<ul style="list-style-type: none"> Resident expert: use video kiosks in branch locations to provide immediate, visual access to a live agent, broker or other expert. Provides 2-way visual context for agent and customer, such as ability to troubleshoot problems with a consumer product. Offer streaming self help video showing how to use the remote control, connect and program the DVR, online accounts and billing 	<ul style="list-style-type: none"> Provide faster service and confirmed transactions. Drive customer retention and strength of brand. Generate incremental revenue through new services. Reduce live agent costs by extending expert resources without needing to staff every location. Upsell/ cross sell opportunities by auto-selection of video content while a transaction is in process. Enhanced security: facial recognition while a transaction is in process. 	<ul style="list-style-type: none"> Retail locations Branch banks On-line banking Government kiosks Any call center environment

Capabilities	How it Works	Why it's Valuable	Where it is Used
<p>IVVR (Interactive Voice & Video Response)</p> 	<ul style="list-style-type: none"> • One-way video to user – provide visual guidance for voice IVR. For instance, when booking a flight, customer can see choices for routes, flight time, seat assignment, and confirm via IVR. Similar scenario when buying event tickets or booking a hotel room. • Makes speech recognition applications more effective by providing a visual guide in addition to verbal. 	<ul style="list-style-type: none"> • Reduce operating expenses by having fewer operators. • Enhance customer satisfaction by providing visual context for mobile users. • Quicker and more accurate transactions. 	<ul style="list-style-type: none"> • Any call center or help desk • Travel reservations • Banking
<p>3G Mobile Calling to Video Contact Center</p> 	<ul style="list-style-type: none"> • Offer See You/ See Me (CUCme) capability for customer service calls. • Blended media communications - Escalate from text to 3G video calls • Provide video self help with mobile phone – or other – services. 	<ul style="list-style-type: none"> • Improve customer satisfaction by offering a “live person” for support. • Increase customer loyalty. • Achieve differentiated services. • More immediate and engaging than text/SMS or voice notifications. 	<ul style="list-style-type: none"> • Any call center

Learn More

Please contact your Avaya Account Manager or Avaya Authorized Partners for more information about Avaya Video Solutions or visit us on avaya.com.

About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.



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