



AVAYA

The Power of We™

Avaya Agile Communication Environment™

Delivering Communications-Enabled Business Applications and Processes Easily and Rapidly

Most business processes suffer inefficiencies due to poor real-time collaboration. For instance, consider the delay between the onset of a critical business event and time spent notifying and bringing together appropriate personnel to respond. This lag time persists because business applications and real-time communications networks tend to be disjointed. Enterprises have invested heavily to integrate third party applications with business processes and are also collapsing their data and voice communications systems to a single multi-vendor layer in order to reduce costs. But limited integration has been done between the application and communication layers because connectivity tends to be complex, custom for each interface type, and therefore expensive. The net result is inefficiency for any process step that involves real-time collaboration between people, since communication is not triggered automatically by business applications and users require a separate set of tools outside of the process workflow to communicate. This human delay factor translates into higher costs and lost revenue when bringing the right people together for such activities as approving projects, responding to customers, or reacting quickly to business critical events.

Avaya ACE™ solves this business challenge through simple integration of the multi-vendor, multi-modal communications layer with the business layer. It delivers next-generation communication-enabled applications (CEA) and business processes (CEBP) to help enterprises accelerate collaboration and streamline people-dependent processes. Avaya ACE works by abstracting communications capabilities as IT friendly APIs that can be easily integrated with the business layer. Pre-written CTI adapters connect real-time communications systems from Avaya, Cisco and other vendors to business applications and processes. Packaged applications for Unified Communications (UC), Customer Relationship Management (CRM) and other enterprise applications provide a unified collaboration experience and are quick to deploy. A rich set of Web Services application programming

interfaces (APIs) allow IT developers to build communications-enabled applications without contending with lower level communication protocols. A toolkit for IBM® Business Process Manager lets process modelers drag-and-drop communications into workflows using familiar design tools. And a toolkit for Avaya Aura® Session Manager gives IT developers fine-grained control of session flows in a SIP environment.

Integration

Avaya ACE can integrate Avaya Aura® or other vendor communications systems with Salesforce.com, IBM® Business Process Manager, IBM® Lotus®, Microsoft Office and many more business applications. Companies can preserve investments and drive higher ROI from existing communications infrastructure, such as with the Avaya ACE™ Microsoft Lync Integration packaged application,

which extends Avaya Aura® functionality to the Microsoft Lync 2010 client via the Lync Standard Client Access License. Pre-written adapters for multi-vendor systems allow the same application to be integrated simultaneously to users across multiple network communications systems.

Innovation

Companies can leverage Avaya ACE to bring services to market faster and open up new revenue streams through development of new applications. A broad array of Web services allow the IT community to create communication-enabled applications up to five times faster than methods used by telecommunications specialists, from weeks or months now to a matter of days. IT developers can also use the Avaya ACE Foundation Toolkit in conjunction with Avaya Aura® Session Manager to build new sequenced applications that invoke client applications in a pre-defined order during call setup. For example, a law firm could develop a sequenced application that triggers an automatic call recording and then sends it to a speech-to-text transmission service. A toolkit for IBM® Business Process Manager allows application developers to drop click-to-call and closed loop notification into workflows. Avaya DevConnect partners, Avaya Professional Services, system integrators, independent software vendors and IT departments within companies are building innovative solutions across verticals that differentiate companies from their competitors.

Automation

Avaya ACE helps automate communication to drive human latency out of business processes. For example, traders can save up to one hour per day in providing updates to clients with automated message drop & blast functionality; nurses can spend 50% less time on hospital crash cart compliance with automated communications; a utilities company can cut downtime costs by 50% with critical-event driven notification and conferencing; a hospital's

communication-enabled healthcare information portal can demonstrate a 75% improvement in workflow efficiency.

Avaya ACE adheres to a customer-driven agile development process with new functionality delivered regularly based on lead customer demand. The solution is easy to acquire with a selection of licensed packaged applications and APIs that span desktop and mobile custom applications as well as business process integration. With use of off-the-shelf commercial hardware servers, designers can use any modern development environment to build custom applications. Avaya Professional Services is available to work with your IT department, preferred Systems Integrator (SI) or channel partner to deliver the right solution for your organization.

Avaya ACE™: Delivering Speed, Accuracy, and Agility

Business Challenges

Avaya ACE seeks to address problems faced by most enterprises today:

- **Communications environments tend to include multiple vendors with different application programming interface (API) protocols**, which creates complexity for IT developers to build and manage organization-wide communications-enabled business applications.
- **Business process management software typically lacks the ability to bring communications into workflows**, which leads to delays in people-centric processes.
- **Communication between the right people requires context to be valuable** (for example, location, availability, phone device, knowledge and skills of the appropriate person to contact).

By using Avaya ACE to communications-enable business applications, organizations can be faster, more accurate, and more agile.

Business Benefits of

Avaya ACE™

Improves business agility

- Dynamically reacts to changes in the business environment
- Equips businesses for long-term competitive advantage
- Enables employees to work anywhere and remain tightly connected to the business

Accelerates business processes

- Removes latency and speeds up key business processes/mission critical activities
- Improves customer and supplier relationships
- Brings goods and services to the market faster
- Reduces errors and mistakes

Creates a richer user experience

- Creates a consistent user experience across multi-vendor network communications infrastructure
- Allows users to connect and communicate easily with the right people directly from business applications and processes using their preferred devices
- Adds integrated communication capabilities to your existing Microsoft Lync and Office applications, Salesforce.com and Microsoft Dynamics CRM solutions, and IBM® Lotus® Sametime environment

Drives fast return on investment (ROI)

- Leverages existing network communications infrastructure, devices and business applications
- Creates new opportunities to cut costs and increase revenue
- Makes available packaged applications for immediate ROI opportunity

Avaya ACE™: The Benefits of Communications-Enabled Business Applications

Enterprise Goal	How Avaya ACE Delivers
Increased Productivity	Create a unified, consistent collaboration experience for office workers by extending Avaya real-time communications capabilities to desktop productivity suites, including Microsoft Lync, Microsoft Office, IBM Lotus Sametime, and CRM applications such as Salesforce.com and Microsoft Dynamics. Use your device of choice and communicate directly from within these applications to reach people faster. Communication becomes more efficient and focused on people rather than devices or phone numbers.
Cost Savings	Preserve investments in infrastructure and handsets by integrating business applications with existing multi-vendor communications systems. Reduce time and costs of writing code for multiple communications systems by up to 80%. Reduce mobile call charges and office space requirements with Avaya ACE Mobile Cost Optimizer packaged applications. Reduce communications costs through pervasive use of presence and click-to-call embedded in desktop business application software. Users are connected over the enterprise “least cost route” and more likely to use embedded “click-to-call” than call each other directly on mobile phones.
Business Process Improvement	Drag and drop communications directly into workflows using the Avaya ACE IBM Business Process Manager toolkit. Process modelers can streamline processes by including closed loop communication to notify decision makers automatically on their preferred devices and collect responses in order to move the workflow along to the next step.
Business Continuity	Automatically or manually trigger a notification and conference call setup with the right team of people using a custom event response application developed using Avaya ACE APIs and Avaya Media Server. Use Avaya ACE Message Blast to provide notifications to large groups of people affected. Enable temporary workspace using Avaya ACE Hot Desking and fast, efficient communications using custom Web portal applications.
Increased Customer Satisfaction	Use Avaya ACE CRM Integration to combine real-time collaboration with Microsoft Dynamics or Salesforce solutions for enhanced customer service. Users can click to call directly from CRM records, receive a desktop toast pop-up notification with contextual information about the customer and automatically generate a new record, enter notes, hold or transfer calls, and view call history or missed calls.
Interoperability	Avoid vendor lock-in through open standard Web services and multi-vendor communication system adapters using SIP, TR/87 and JTAPI. Take advantage of rich integration with Microsoft, IBM and other business applications, as well as deep integration with multi-vendor communications infrastructure including Avaya, Cisco, IBM, Microsoft, and Cisco Tandberg systems.

A Comprehensive Framework for Communications Enablement

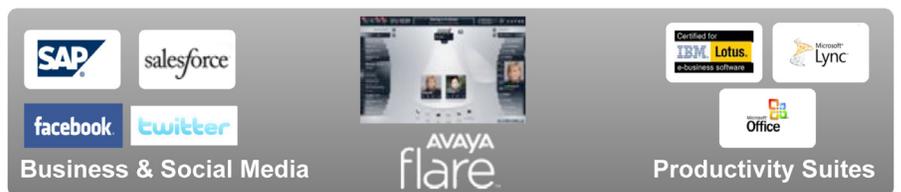
Avaya ACE™ is the application enablement platform for Avaya Aura® and consists of multiple offerings (toolkits and applications) to best suit customer needs. Avaya ACE provides packaged applications with “out-of-the-box” integration into popular business applications as well as a number of APIs to help IT developers build custom communication-enabled applications and processes. Avaya ACE adapters provide the integration into Avaya Aura® and a range of multi-vendor communication systems.

Communication Abstraction

Avaya ACE architecturally sits above an organization’s existing network communications infrastructure and uses software adapters to interface and control multi-vendor PBX communication systems, video systems, unified communications

systems and application servers. Avaya ACE extracts communications capabilities and exposes them as Web services, which can be easily integrated by IT developers into business applications. Key communications capabilities exposed by Avaya ACE include telephony presence, location, audio/video call

control, conferencing, message drop and message blast, terminal location, as well as text-to-speech and VXML synthesis using AudioCall PlayTTS and PlayVXML. Software adapters include open Session Initiation Protocol (SIP), TR-87, and JTAPI as well as proprietary code for vendor specific communications control. A



lower level toolkit, the Avaya ACE Foundation Toolkit, consists of a Java API and runtime environment to create custom call treatment applications leveraging the power of Avaya Aura® Session Manager and SIP.

Communication Integration

Avaya ACE connects users' preferred communication devices with UC, CRM and other enterprise applications. It offers integration with desktop clients such as the Avaya Flare® Experience for Windows, Microsoft Lync and Communicator clients, and IBM® Lotus® Sametime®. It also communication-enables Salesforce.com and Microsoft Dynamics CRM systems. Avaya ACE can also be integrated with leading vendors' service-oriented architecture (SOA) frameworks, back-end business applications such as SAP, and processes that use business process management (BPM) software. A growing suite of packaged applications is available on Avaya ACE to provide plug-and-play features and benefits to customers.

Communication Orchestration

Avaya ACE orchestrates and mediates services between the communications and IT worlds in real time via Web services interfaces. Avaya ACE facilitates richer, event-driven communications that can be triggered automatically by business process workflows, contextual information and system events and alarms.

Avaya ACE™ Adapters for Multi-Vendor Interoperability

Avaya ACE Adapters support integration with the following network communications elements:

- Avaya Aura® Session Manager
- Avaya Aura® Communication Manager
- Avaya Communication Server (CS) 1000 and 2100
- IBM Lotus Sametime Server
- Microsoft Lync Server 2010

- Microsoft Office Communications Server 2007 (OCS 2007)
- Cisco Unified Communications Manager (CCM)
- Cisco Tandberg Video Communication Server (VCS)
- Genband Communication Server (CS) 2000

DevConnect developer program support

Avaya ACE is part of the Avaya DevConnect Developer Program, which provides access to software development kits, training, tools, documentation, and other developer support for participating independent software vendors, service integrators and corporate customers. See www.devconnectprogram.com for more information.

Leveraging Avaya Aura®

Avaya Aura® brings together Avaya real-time communications performance and reliability with a revolutionary, enterprise-wide SIP architecture, plus the instant detection of each user's presence across devices and applications.

Communications applications and services are implemented once and made available across the business. Simpler deployment and streamlined provisioning, along with streamlined hardware requirements and enterprise-wide dial plans, all drive down costs and complexity.

Avaya ACE is the application enablement platform for Avaya Aura and extends communication services into business applications and processes rapidly and easily using packaged applications and application programming interfaces (APIs). Avaya ACE higher and lower level APIs enable the broader IT application developer community to integrate Avaya Aura and multi-vendor communication services with business applications, including desktop and business process software. Avaya ACE enables end users to initiate Avaya Aura communication

services directly from applications and also automatically invoke Avaya Aura communication services as a result of automated, business process workflows. Avaya ACE provides higher level Web services and lower level CTI control of Avaya Aura Session Manager. Avaya ACE will also enable integration between Avaya next generation Context Center and business applications rapidly and simply using Web services programming and leveraging the large community of business application developers.

Avaya ACE™ Packaged Applications

Avaya ACE provides a suite of packaged applications spanning desktop, mobile, and business process integration working with multi-vendor communication systems to provide a consistent user experience across multi-vendor environments. These applications work together synergistically to provide users with incremental value.

Avaya ACE™ Microsoft Lync Integration and/or IBM Lotus Sametime Integration

Avaya ACE extends Avaya Aura real-time collaboration capabilities to Microsoft Lync or Communicator clients and IBM Lotus Sametime to provide users with a unified, consistent collaboration experience from their preferred applications and devices. The Avaya ACE Microsoft Lync Integration packaged application adds functionality to Microsoft Lync or Communicator clients using only the Lync/OCS Standard client access license (CAL). Features include: aggregated telephony and IM presence, click to call control of PBX desk phones, enterprise dial-plan support, toast pop-ups enabling incoming calls to be answered or re-directed, and a conversation window pop-up to

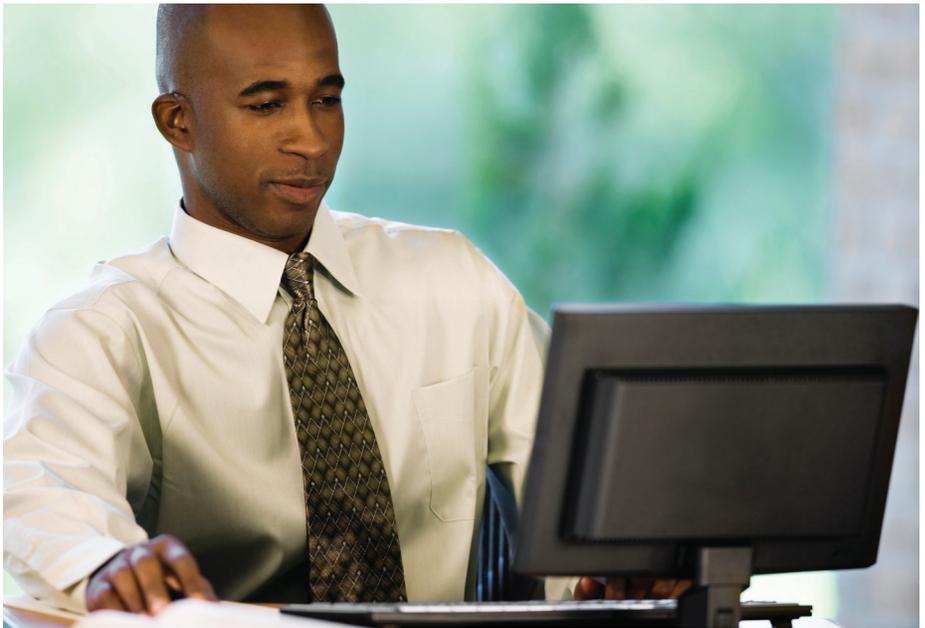


access Avaya mid-call features. Functionality added to IBM Lotus Sametime clients includes aggregated telephony presence, click to call and integrated dial-pad and enterprise dial plan support. The solution offers investment protection of existing PBX systems by extending communications functionality into customers' choice of desktop IM clients. The solution improves user productivity and customer service by enabling users to quickly connect, communicate and collaborate with people directly from their desktop IM clients using familiar PBX desk phones. Integration is achieved at a lower cost because the use of Avaya ACE as the single integration point alleviates the need to integrate each PBX and avoids PBX upgrades otherwise required to continue working with the latest Microsoft and IBM systems.

Avaya ACE CRM Integration

Avaya ACE™ CRM Integration packaged applications for Salesforce.com and Microsoft Dynamics integrate real-time communications capabilities with CRM software to improve productivity and enhance customer service. Users can click to call directly from contact lists and CRM customer records. For incoming or outgoing calls, a desktop toast pop-up notification displays contextual information about the customer and gives the user the option to generate a new record, enter notes, hold or transfer calls, and view call history or missed calls.

These CRM packages improve productivity through time saved not having to search for customer contact details, create customer activity records, or manually dial numbers. They enhance customer service by presenting the customer number or name and company within the toast pop-up. Users can greet the customer by name, click to open the customer record, and access relevant customer information, facilitating more personalized, well-informed conversations. Staff can continue to use their preferred devices with these integration packages.



Avaya ACE™ IBM Business Process Manager Integration

Avaya ACE IBM BPM Integration is a packaged toolkit that enables IBM BPM application developers to build communications-enabled business processes (CEBP) quickly and easily. The toolkit is integrated with the IBM BPM suite of graphical developer tools to allow for drag-and-drop of communications into workflows. Your employees can click-to-call within applications using their preferred devices at a given process step. Closed-loop notification also helps ensure that communication delays are minimized. For example, a process contacts an approver on his or her preferred device via a text-to-speech contextual audio message and prompts the approver to respond from that device. If no response is received within a predefined time period, an alternate approver is contacted. This closed-loop function continues until a response is received and the workflow can proceed to the next stage.

Avaya ACE™ Web Browser Add-in

With the Avaya ACE Web Browser Add-in, employees can use their desktop phones to click-to-call phone numbers within Web pages. The Web Browser Add-in applies the correct national and international dialing rules to help ensure that highlighted numbers in Web pages can be dialed correctly. The solution is deployable as a direct add-in to Microsoft Internet Explorer software. Users spend less time and make fewer errors looking up and dialing phone numbers. The Call Assistant option can be used to select a device from a user's Avaya ACE user profile such as a mobile or desk phone or Avaya Flare® Experience for Windows. Coupled with the Avaya ACE Hot Desking application, virtually any phone may be used with this application. A call notification service provides a toast pop-up with call handling options and a conversation window for mid-call functions.

Avaya ACE™ Microsoft Office Add-in

Avaya ACE Microsoft Office Add-in lets employees use their desk phones to click-to-call numbers from their Microsoft Office Suite. In Microsoft Outlook users can select mail, contact, calendar, task, or journal items and initiate a click-to-call. The Microsoft Office Add-in will also recognize telephone numbers from within Microsoft 2007 and 2010 Word documents, Excel spreadsheets, PowerPoint presentations, and within the body of an Outlook email. Users can simply click on the number they wish to contact and the Avaya ACE adapter interfaces with and controls the user's PBX to set up the



call. This solution is deployable either as a direct add-in to the user's Outlook desktop or centrally deployed within a Citrix environment. The Call Assistant option can be used to select a device from a user's Avaya ACE user profile such as a mobile or desk phone or Avaya Flare® Experience for Windows. Coupled with the Avaya ACE Hot Desking application, virtually any phone may be used with this application. A call notification service provides a toast pop-up with call handling options and a conversation window for mid-call functions.

Avaya ACE™ Mobile Cost Optimizer

Avaya ACE Mobile Cost Optimizer helps increase user productivity and lower mobile communication costs for BlackBerry® smartphone users. Mobile Cost Optimizer uses secure signaling between the smartphone and Avaya ACE system and a unique cost optimization algorithm to analyze dialed numbers and automatically calculate which calls can be routed more cheaply via the enterprise network rather than the mobile phone network. Avaya ACE then instructs the user's multi-vendor PBX to place both legs of the call using enterprise "least cost routing" rules. The BlackBerry® user receives

an inbound call to his or her BlackBerry® or can optionally choose to receive the call on an alternate device using the Avaya ACE mobile hot desking feature. To aid rapid and easy adoption, Mobile Cost Optimizer application is embedded within the native smartphone menu. Users can click-to-join or chair conference calls from the BlackBerry® calendar independent from the conference bridge technology provider. Users can click-to-dial from email and call people using enterprise dial plans. The application supports international roaming users by automatically converting BlackBerry® dialed local and international numbers into the appropriate format for routing via Mobile Cost Optimizer.

Avaya ACE™ Hot Desking

Avaya ACE Hot Desking provides a unique Web portal and hot desk phone registration wizard for users to set up, manage and control their communication devices. The Hot Desking application provides a means to manage these devices and temporarily add new ones. For example, when working abroad in a hotel, a user could register his hotel room phone as his chosen primary method of communication. Hot Desking helps ensure that anyone trying to reach that person will be directed to this device. All calls initiated by Avaya ACE packaged and custom applications will use this device. Additionally, users or system administrators have the option to allow calls to present the calling line identifier (CLI) of the user's one number (e.g. the user's PBX desk phone number) to callers.

Intelligent Context-aware routing rules can be configured by a user to automatically re-direct calls to the user's primary device based on his or her IBM Lotus Sametime presence state. For example, the user may stipulate that all inbound calls be automatically routed to a mobile phone when his or her IBM Sametime presence status changes to "Away" or to voicemail when "In A Meeting". Hot Desking can help enterprises develop and expand flexible working options to drive significant cost

savings in areas such as real-estate. Communication becomes personalized and user-centric verses device-centric.

Avaya ACE™ Custom Applications

In addition to packaged applications, Avaya ACE offers a number of application programming interfaces (APIs) to enable business application developers who lack telephony expertise to build communications-enabled applications.

The Avaya ACE Foundation Toolkit allows IT developers to create custom call treatment applications leveraging the power of SIP and Avaya Aura Session Manager. Capabilities include the ability to reject, redirect, add a media server, or answer a call on the behalf of users.

End point applications may also be created by the Foundation Toolkit so that users may participate in Interactive Voice Response (IVR) type sessions. Applications can be developed quickly and rolled out to all users across an Avaya Aura® network.

Avaya ACE Web services APIs expose communications functions as a comprehensive set of Web services that can be exported simply and rapidly into programmers' preferred software environments for application creation, as any modern development platform is supported.

Avaya ACE™ IT Developer Toolkit Benefits

Speed

Programming code to communication-enable applications can be reduced by up to 80% through the use of Avaya ACE Web services instead of traditional CTI services. Pre-packaged communication adapters allow the same programming code to be re-used across multiple platforms, thereby enabling rapid and cost-effective delivery of new applications.

Simplicity

IT application developers can build communication-enabled applications without becoming telephony experts or contending with individual APIs for each piece of their communications infrastructure, which often includes multiple vendors and systems.

Flexibility

Web services can easily be exported into the IT developer's preferred software programming environment, such as Microsoft Visual Studio, Eclipse JAVA tools, Ruby or PERL. Developers can also write new applications using simple Web series code.

Custom Application Examples

Communications Enabled Corporate Portal

Corporate Portal enables users to easily connect, communicate and collaborate with people from a single corporate website. This communications-enabled corporate directory solution provides powerful, easy-to-use click-to-communicate functionality that can be embedded into any existing Web portal or employee directory. It provides aggregated presence information (device status, person availability) from across the network, including telephony, video and desktop UC clients (Microsoft Lync 2010 and IBM Lotus Sametime). All communications options are displayed in a single interface, with contacts simply a mouse click away. Users are free to select the appropriate channel for communication: instant message (IM), voice, even video. It also avoids searching among multiple directories, as video, voice and IM presence can all be integrated. As long as contacts are on the internal company network, their presence and status can be displayed.

Communications Enabled Customer Relationship Management

Avaya ACE Web services APIs can be used to build custom, communications-enabled CRM

solutions. Using a combination of API's for click-to-dial, message drop and message blast, users can highlight customer names from CRM software and click-to-dial using their existing desk phones to communicate.

Click-to-dial functionality allows users to initiate calls to clients from directly within the CRM system, regardless of their device type, be it a soft client or desk phone.

Message drop functionality allows users to insert personalized messages into an established call. The personal message can be played directly to the called party, or inserted when the call goes to the called party's voice mail system. Once a call has been set up, the user can leave the call (while the message is playing) and proceed to make other calls.

Message blast functionality allows users to deliver a personalized message to a selected group of individuals at a specified time. As the message is delivered to each party, the Message Blast API makes information available so that the called party's call log can be updated. This information includes the time and date that the message was left, whether it was transmitted successfully, and an identifier associated with the message played.

Message record functionality allows users to record announcements from a device and store the announcements on the network for retrieval in a message drop or message blast action.

The user can also modify or expand these events to include further details, such as the topics discussed with the called party and any actions or next steps arising from the discussion.

A Business Continuity Planning Solution

Avaya ACE™ applications provide all the ingredients required to build an effective communications solution for business continuity planning. Immediate awareness of the incident can be provided using automated, event driven notification and conference setup capabilities that can be integrated directly into workflows

Using the Avaya ACE Message Blast API, an organization can also effectively communicate with large groups of impacted employees. The Avaya ACE Hot Desking application, lets employees quickly set up workplace alternatives that are cost effective and keep business moving. Communications-enabled corporate portals and applications are also valuable during crisis situations. In summary, a combination of Avaya ACE applications and APIs can help make organizations' business continuity processes more agile, responsive, and effective.

Avaya ACE™ Customer Service Solutions

Avaya ACE can be used to build innovative customer service solutions beyond the traditional confines of a CTI enabled contact center. For example, Avaya ACE provides packaged applications for Salesforce.com and Microsoft Dynamics CRM software to enable all customer service facing employees, not just contact center agents, to benefit from real-time communications integration with customer data. For example, a customer service representative can be notified of a caller's profile (e.g. a high net worth customer) via a screen pop before answering the call in order to prioritize service requests more effectively and provide more personalized customer care. Avaya ACE can be used to automatically notify customers when a specific event occurs and connect them to a contact center agent immediately. For example, if a customer's credit card is about to expire, Avaya ACE can detect this event and set up an outbound call to the customer. Avaya ACE may be used to build "Expert Anywhere" solutions so that agents have access to subject matter experts across the enterprise, thereby resolving customer questions more quickly and effectively.

Global Services

Avaya Professional Services offers a single point of accountability to design, build, implement and manage multi-vendor, converged communications solutions worldwide. Avaya can help you align Avaya ACE capabilities with your business imperatives. Our professional services experts can translate executive business strategies into a business case and a communications blueprint for success. Avaya support services help ensure communications networks and applications operate at peak performance with proactive monitoring, software update management, problem resolution, and continuous optimization to maximize the value of your investment. Avaya managed services can also complement, supplement, or completely outsource communications operations.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

Avaya ACE™ Vertical Industry Value Table

Industry	Business Value
Finance	A bank is using a communications-enabled Customer Relationship Management (CRM) solution to save the time it takes to provide market updates to clients. Using the Avaya ACE developer toolkit and the click-to-call, Message Drop and Message Blast APIs, customer relationship staff can easily record personalized messages, click to call from client lists in CRM, and play messages into phone calls or send them out to a group of customers. Alternatively, if the bank is using popular CRM software such as Salesforce.com or Microsoft Dynamics, integration packages are available to communication-enable these applications.
Healthcare	A hospital has built a custom code cart compliance application that communication enables the various actions previously driven by manual, pen and paper process. 50% reduced time spent on manual code cart management is expected.
Retail	A large retail company improves productivity for its corporate and branch users by integrating Avaya ACE with Microsoft Lync to create a unified desktop experience. Avaya Aura® capabilities are extended to Microsoft Lync without the need to fork-lift infrastructure, change devices, add a separate call control platform, or alter the user experience.
Hospitality	A hotel has used the Avaya ACE developer toolkit to improve its guest experience while also offering the capability to drive up average guest spend and advertising revenue. Guests use the IPTV remote control to easily browse the hotel's information and entertainment services and initiate a "Click-to-Call" from their in-room PBX phone. Using Avaya ACE, the prototype application was up and running after just 2 days, shaving weeks off traditional development times.
Manufacturing	Avaya ACE closed-loop notification can be linked to manufacturing processes designed via IBM Business Process Manager to alert the right people whenever a significant event or alarm is triggered. Web services APIs can be used to deliver an automatic message to a truck driver when he is within proximity of the delivery destination with specific drop-off instructions. These capabilities minimize manufacturing process downtime and logistical delays.
Utility	A Utility company can use location tracking devices and proximity triggered audio messages to notify customers of the impending arrival of an employee, say within an estimated 30 minute window, to give the customer enough time to return home. This functionality reduces the time and costs of repeat visits and improves customer satisfaction.

Learn More

For more information on how Avaya Agile Communication Environment™ can help your organization gain competitive advantage by integrating business processes with existing communications systems, contact your Avaya Account Manager or Avaya Authorized Partner or visit www.avaya.com.

© 2011 Avaya Inc. All Rights Reserved.

Avaya and the Avaya Logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All trademarks identified by ®, ™, or SM are registered marks, trademarks, and service marks, respectively, of Avaya Inc. All other trademarks are the property of their respective owners. Avaya may also have trademark rights in other terms used herein.

References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

09/11 • UC5080-03