AVAYA

The Power of We™

Avaya Aura® Conferencing with Avaya Flare® Experience

Easy on IT, Easy on the Budget, Easy on the User

An integrated Unified Communications desktop video solution that can scale to thousands of users.

The workplace has never been more mobile—people can and will log in and work from anywhere.

But translating all of this mobility into a competitive advantage—better teamwork, faster decisions, more responsive customer service—requires a new generation of communications capabilities designed for mobile collaboration.

Avaya makes this easy with Avaya Aura® Conferencing and Avaya Flare® Experience—an integrated, unified communications solution specifically designed to support more informed decision-making, faster execution and enhanced knowledge sharing in today's mobile environment.

Now anyone in your organization can turn nearly any device—a laptop or desktop computer, even an iPad, Android or iPhone devices—into a one-stop collaboration center. Start with an audio call and escalate to video or content sharing. Talk, see, share documents, applications and more. Avaya Aura Conferencing is a complete, multi-modal collaboration solution designed to support thousands of users across today's mobile, distributed enterprise.

Benefits to Your Business

Productivity: Provide everyone in your organization with intuitive communication tools that allow them to focus less on technology and more on supporting customers, completing projects and producing impactful results. Improve real-time collaboration between dispersed teams, remote workers, even customers and suppliers outside the enterprise using Avaya Aura Conferencing's Web-based interface.

A Wide Range of Devices

With Avaya Aura® Conferencing, an audio can take place from nearly any endpoint and video using Avaya Flare® Experience. Web collaboration can be accessed on on a Web browser.

- Avaya Flare® Experience turns an iPad or Windows-based desktop into a one-stop collaboration center.

- Avaya Aura® Collaboration Agent, a Web-based component of Avaya Aura Conferencing, can be used with Windows or MacOS Web browsers to manage and participate in conferences and to share information.

- The Avaya Web Collaboration Agent application for Android and iPhone devices lets you view shared content and present to co-workers or customers from your mobile device.

Avaya Aura® Conferencing with Avaya Flare® Experience on Windows PC interface

Savings: Collaboration to fit your network: Scalable audio, video and Web conferencing. No need to create parallel networks to accommodate multimodal collaboration. Consolidate today's fragmented mix of user collaboration tools. Avoid proprietary lock-in and reduce management complexity while lowering WAN costs and outside conference service fees.

Increased Flexibility: Separate the conferencing application from the media processing server and get flexibility and control over when and where conferencing servers are implemented, along with a high degree of resiliency

Collaboration Has Never Been Easier.

To collaborate effectively, you need all your communications working together.

Avaya Flare® Experience puts all the tools together for easy, one-touch access on iPad or Windows desktops.

To initiate a call or a conference call, just drag and drop contacts into the spotlight. No manual dialing required.

Easily switch back and forth between IM, voice, and video—no more having to open multiple windows or multiple apps.

Find contacts or search your enterprise directory. Send Outlook invites automatically containing the conference information and links (URLs).

Share content—just one push of the "collaboration" button and all of your conference participants can view your desktop, uploaded files or a shared whiteboard. Collaborate with another Avaya Flare Experience user or anyone with a Web browser, Android or iPhone devices.

No need to ask "Who is on the bridge?" or "Who just joined?" or "Do you have the URL for the Web share?" You can quickly see who is a presenter, who has raised a hand to ask a question, who is on mute, and more.

Avaya Aura® Conferencing 7.x

Avaya Aura®

A Conferencing Architecture for Today and Tomorrow

Avaya Aura® Conferencing and Avaya Flare® Experience change the rules of enterprise collaboration by delivering a fully streamlined and cost-effective solution that's easy to deploy, manage, and modify. Among the key benefits are:

Leveraging the Power of the Avaya Aura® Platform: Avaya Aura Conferencing builds on the core Avaya Aura platform, taking advantage of its session-based collaboration technologies that make it easy to deploy collaboration applications to the right users anywhere in your organization. Once Avaya Aura Conferencing is deployed on the enterprise network, anyone can get full access to its capabilities.

Multivendor interoperability enables connectivity to your existing equipment/networks that are used by remote and mobile workers, and even people you want to connect to within other organizations.

Incredibly Scalable: Being software-based, Avaya Aura Conferencing can support a few dozen or tens-of–thousands of audio and Web users.[1] You can start with audio and grow to multimodal collaboration easily without additional hardware investments.

Maximize Your Bandwidth: Avaya Aura Conferencing uses built-in intelligence to manage the load on your network: monitoring bandwidth, usage, conferences and sessions, and adapting to your network conditions. Two key technological innovations of Avaya Aura Conferencing are the use of Scalable Video Codecs (SVC) and media cascading. SVC is an open

standard approved in 2007 that enables your network to efficiently send compressed video image data in multiple layers. Recent advances in endpoint technology allow devices of all types to leverage SVC. Our algorithms determine the optimal bandwidth for the device you are using and intelligently structure it to make the most efficient use of the network.

Leveraging another innovative capability, Avaya Aura Conferencing eliminates the hardware-based Multi-port Conferencing Unit by separating the application from the media. This means you can employ a distributed model in which cascading multiple streams locally and reducing the number of media streams that need to be sent across the WAN can reduce costs significantly. Avaya is an industry leader in deploying these new approaches.

About Avaya

High Availability—Always On: Avaya Aura Conferencing with Avaya Flare Experience helps ensure that users always benefit from rich experiences delivered reliably, through high-quality communications, with call preservation via both the application server and media server redundancy.

Delivering "The Power of We™"

By providing a solution designed for audio, video conferencing, and Web collaboration, Avaya delivers "The Power of We" to your employees so they can collaborate seamlessly from virtually anywhere.

You'll see these benefits across your business:

• Effective jumpstart smart collaboration between dispersed teams, remote workers, customers and suppliers

• Elimination or reduction of reliance on expensive third-party conferencing and online meeting services

• More efficient WAN traffic management using built-in network tools

Learn more

To learn more about Avaya Aura® Conferencing, talk to your Avaya Account Manager or Authorized Business Partner or visit us at **http://www.avaya.com/**.