

Avaya Aura[®] Orchestration Designer

Avaya Aura[®] Orchestration Designer is a unified service creation environment for faster, lower cost design and deployment of voice and multimedia applications and agent workflows.

Overview

Does your development staff have all the tools they need to quickly create more powerful, integrated, and cost effective multimedia applications and services for your business?

Avaya Aura® Orchestration Designer may be the answer. Orchestration Designer is a fully featured graphical Integrated Development Environment (IDE) for Avaya Aura® Experience Portal and Avaya Aura® Contact Center. In contrast to text-based coding and scripting, Orchestration Designer is a “drag and drop” graphical development environment that allows for faster, less costly design, coding, debugging, testing, simulation, and deployment of agent-based and agent-less service and support applications.

Based on industry standards Eclipse, Orchestration Designer is the next generation release of our award winning Avaya Dialog Designer and Service Creation Environment (SCE) for Contact Center. Orchestration Designer is provided to Avaya customers and Avaya Partners at no additional cost.

Key Benefits

Orchestration Designer allows you to quickly respond to changing requirements and make improvements to your customer experience with speed and ease. Key benefits include:

- **Simpler application creation and management** - Orchestration Designer is a complete authoring, simulation, and deployment support for interactive multichannel, multimodal workflows and applications.

- **Build more personal, cross channel experiences** - Create dynamic personalized experiences across phone, email, SMS, video, mobile, and even social media.
- **Faster time to market, lower risks** - Reuse and modify existing, proven applications and workflow elements to meet changing business requirements.
- **Lower development costs** - Use of all the latest industry standards, Web services, Java, VoiceXML, CCXML, and Eclipse, help maximize interoperability and lower costs.
- **Protect existing investments** - In addition to Experience Portal and Avaya Aura® Contact Center, Orchestration Designer supports application design for Avaya Media Processing Server, Avaya Interactive Response, Avaya Voice Portal, and previous Nortel Contact Center platforms.

Key Features

Application and workflow design wizards

Orchestration Designer is easy to learn and use, reducing the need for specific application developer expertise. It includes design wizards for recording phrases, building

prompts, defining grammars, and synthesizing speech. In addition, the database wizard provides a simple interface to local or remote SQL databases via the Java Database Connector (JDBC) architecture, and the Web Services wizard provides a simple interface to Web Services (WSDL/SOAP).

Built-in simulation and debugging

The built-in, fully featured VoiceXML and CCXML browser allows fast simulation and debugging of speech or voice enabled applications. An application simulator integrates with local or remote Speech resources to help simulate and refine the caller experience from the development environment. Debug capabilities allow developers to pause application simulation to inspect or modify application data reducing development and testing time. By leveraging your existing web server environments for deployment, Orchestration Designer facilitates reuse of web-based integrations, web server assets and skills, web-based application development and consistent supply chains, all driving faster time to market and reduced cost of ownership.

Highlights

- Develop dynamic, collaborative experiences that seamlessly blend channels, agents, and self service
- Design end to end interactions across all media and modes
- Simplify integration to third party systems and complex legacy applications with Web services
- Design engaging inbound and outbound phone, mobile, video, email, and SMS applications
- Easily build services leveraging multiple Avaya Contact Center software platforms



Orchestration Designer integrates to third party automated speech recognition (ASR) and text-to-speech (TTS) engines via a built in Media Resource Control Protocol (MRCP) interface. Integration to third party ASR and TTS software is separately priced and licensed.

Open standards support

Supports Web Services with a simple to use Web Services interface through the Web Services Description Language (WSDL) wizard supporting SOAP/XML remote procedure calls. First party call control applications can be built with CCXML that allow direct integration with Web Services, databases, and business logic for applications such as “find-me, follow-me” applications.

Application portability

Orchestration Designer supports creation of VoiceXML applications for Avaya Interactive Response (IR) and Avaya Media Processing Servers (MPS) as well as multimedia self service applications written for Avaya Voice Portal (VP). This approach allows you to care for and

move applications from existing MPS, IR, or VP platforms to Experience Portal with fewer rewrites.

Enterprise application integration

Orchestration Designer provides Eclipse-based integration and extension points that allow external applications to easily interface and integrate with Orchestration Designer applications. These external connectors are called Pluggable Data Connectors. Pluggable Data Connectors can be easily written for integration to Avaya software like Avaya Proactive Outreach Manager and Avaya Proactive Contact as well as packaging of complex legacy enterprise applications via Web Services or integration to third party backend services, CTI, or ACD systems.

Contact Center integration

Orchestration Designer supports application design for Avaya Aura® Contact Center, Avaya Aura® Experience Portal, Avaya Intelligent Customer Routing, Avaya Proactive Outreach Manager, Avaya Media Processing Server, Avaya Interactive

Key Features

Application and workflow design wizards

Built-in simulation and debugging

Open standards support

Application portability

Enterprise application integration

Contact Center integration

Response, Avaya Voice Portal, and prior releases of Nortel Contact Center.

It includes pre-built connectors for Avaya Application Enablement Services (AES), Avaya Proactive Contact, and Avaya Interaction Center (IC). Extensive integration and pre-build support for multiple platforms makes it easier for developers to deploy more personalized and seamless handoffs between their existing Avaya Contact Center software components.

Architecture

Orchestration Designer is based on Eclipse and consists of two installable modules: a Self Service Module and a Contact Center Module.

The Self Service Module is the latest generation of Avaya Dialog Designer and supports multimedia application design, simulation and deployment for all Avaya Self Service platforms. Developers can select, configure, and link application templates and build reusable components to design new automated services and

workflows. It supports integration across Web services interfaces, third party databases, computer telephony integration, Java, and even legacy 3270/5250 systems.

The Contact Center Module is based on the former Nortel Service Creation Environment for Contact Center and supports design of multimedia agent workflows and scripts for Avaya Aura® Contact Center and prior releases of Nortel Contact Center. These applications help ensure that contacts are routed to the qualified agents as quickly as possible. Treatments such as estimated wait time, callback, and other self service can be provided while in queue with all data transferred to the agent for screen-pop.

Orchestration Designer's integrated, yet modular approach means you can easily install and use the capabilities you need today and add functionality when you need it. Tight integration and a common design paradigm make it easy to add multimedia contact center or self service elements as your business requirements change.

Conclusion

Take your customer experience to a new level. Employ the latest automated customer care best practices and technologies to help lower your costs while delivering a superior experience.

Learn More

For more information about how Avaya Aura® Experience Portal and Avaya Aura® Orchestration Designer can support your business, please contact your Avaya Account Manager, Avaya Authorized Partner, or visit us on our Web site at **avaya.com**.

Features/Platforms, Protocols, Interfaces

System Requirements

Development Environment

- Operating Systems: XP, Vista , Windows 7

Dialog Designer Deployment Environment

- Operating System: Windows Server 2003, Solaris 10, Red Hat Linux ES 4.0/5.0
- Web Server: Apache Tomcat 5.5, 6.0, IBM WebSphere Express 6.1, 7, IBM WebSphere Application Server 6.1, y, Oracle Weblogic 10, 10.3, 11g

Application Development Environment

Eclipse 3.5/3.6

VoiceXML 2.0/2.1 Browser

CCXML 1.0 browser

Telephony Simulation Environment

Integrated SAPI ASR/TTS resources

Optional MRCP connector to 3rd party ASR/TTS resources

Video simulation

Call Flow Builder

Grammar Editor

Prompt and Phrase Editor

Speech, IVR, email, and SMS templates

Live application highlighting

Multiple call flow support

Multi-lingual support

Enhanced Call Classification for answering machine, fax tone, and voice detection

Data Integration

JDBC database support for customer supplied databases/ drivers (Oracle, MS SQL, etc)

SOAP/XML/WSDL Web Services

Pluggable Data Connector for packaging of complex Web Services or integration to 3rd party applications

Synchronized Multimedia Integration Language (SMIL) for voice and video

Java Servlet

3270/5250

JMS (MQ Series)

EJB

CRM and enterprise applications integration through Web Services and Java integration

Java Native Interface (JNI) for legacy support

Advanced Capabilities

Pre-built Computer Telephony Integration

Pre-built Contact Center (Avaya Interaction Center)

Support traditional call center integration with Universal Call ID (UCID) and User to User information (UUI)

Advanced Capabilities (continued)

Multi-lingual call flow support with dynamic language binding
Audio Variable dynamic prompts available in 20+ languages (embedded dynamic prompts)

Localization Bundles support for Optional Packages

Application and Integration Simulation Scripting

Supports Experience Portal Privacy Feature

Support for VoiceXML Object Tag and Sub-dialog (OSDM support)

Easier integration of 3rd party sub dialogs

CTI and Platform Support

Avaya CT with JTAPI 3.1

Avaya Interaction Center (IC) 6.1 or later

Application Enablement Services 3.1 (AES) or later with JTAPI

Application Enablement Services 3.1 (AES) or later with XCSTA through Web Services Integration

Third party CTI Available through Pluggable Data Connectors and Web Services Integration

Management, Reporting Support

Application Logging Tag with Arbitrary Data Support

Automated "breadcrumb" reports for mining of business intelligence

Integration with Web Deployment Environments through Eclipse Plug-ins (Tomcat and WebSphere Managers)

Retargeted platform and grammar support

Application Programmer Interfaces

Java API

VoiceXML

Call Control XML (CCXML)

Dynamic Grammar API

Speech Capabilities

Static and Dynamic Grammar Editors

ASR Simulation (through SAPI or MRCP resources)

Grammar Simulation (through GUI and scripting)

OSDM/NDM core 2.0/5.0, address 2.0/5.0, name 2.0/5.0,

Speech Engine and Grammar Specification Support

Nuance Recognizer 9/10, Loquendo Speech Suite 7, SRGS

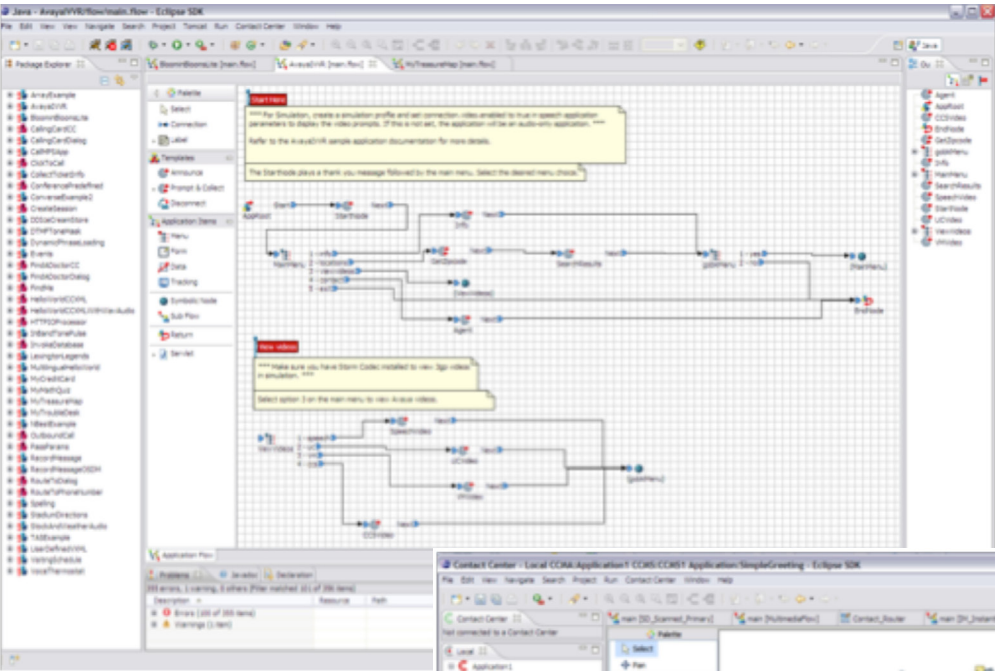
Text-to-Speech Capabilities

Prompt Support for TTS, SSML Editor for TTS, TTS Simulation (through SAPI/MRCP resources), TTS Simulation (through GUI), TTS Simulation (through scripting)

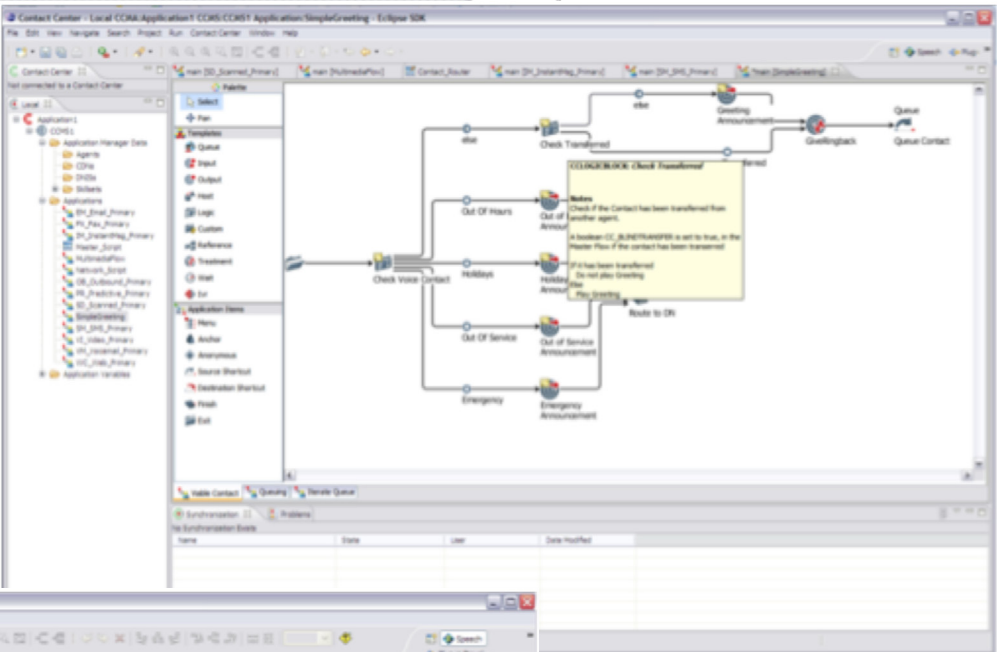
Text-to-Speech Engine and Specification Support

Nuance RealSpeak 4.0/4.5, Vocalizer 5.0

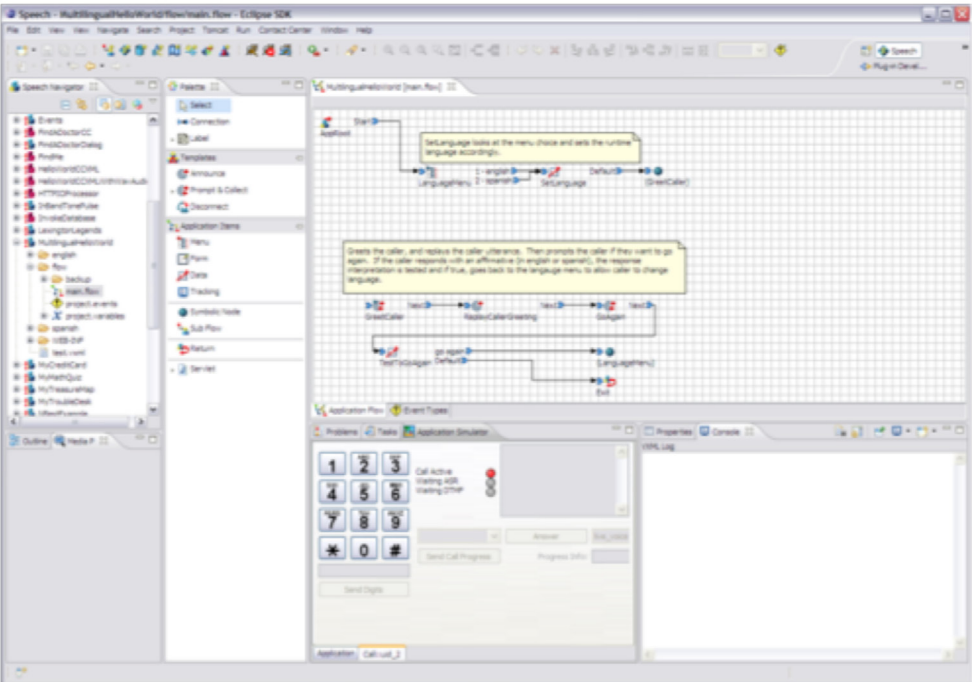
Create multimedia,
multimodal self
services
applications



Build multimedia,
contact center
agent workflows
and applications



Refine the customer
experience with the
built-in application
simulator



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.

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