

Avaya Aura™ Branch Edition

Deliver Intelligent Communications to Every Branch

Branches and stores are the face of your business. You are challenged to contain costs and drive employee productivity while delivering a consistent level of customer service across your branch network. With more than 90% of employees working outside of headquarters¹, enterprises must deploy and manage branch networks across the country and around the world. With Avaya Aura™ Branch Edition, more branch locations does not mean more complexity. Centralized management, rapid branch rollout, and no-toll inter-branch communications using SIP drive down total cost of ownership. Instant messaging and presence support, advanced mobility features, and branch application integration boost staff productivity. And service-first intelligent call routing between branches and centralized call centers match your customers to employees most able to help - regardless of location.



Avaya Aura™ Branch Edition - A new Era of Business Communication

Avaya Aura™ Communication Manager Branch is a communications platform designed to meet the needs of today's branch locations:

- SIP-based architecture reduces hardware complexity, and scales easily as your network grows
- Advanced branch applications from Avaya and our partners enhance productivity and customer responsiveness... making your business more competitive
- Intuitive centralized management delivers complete branch network visibility and control from a single interface
- Fast, flexible deployment templates reduce technical expertise required at branch locations
- Key System phone interface option virtually eliminates branch staff training
- Networked locations streamline communication and workflow with other branches and headquarters

¹ Convergence Benchmark 2006, Nemertes Research

Transform Your Branches Into a Competitive Advantage

Competitive advantage, staff productivity, and brand identity are critical for branch success. Avaya Aura Branch Edition provides a powerful suite of advanced applications to each branch location.

- **Collaboration**

- Enterprise-wide Instant Messaging
- Presence
- Dial plan

- **Mobility**

- Desk phone access, features, and line appearances that move with the mobile user, anywhere in the enterprise
- Flexible support for DECT and wireless Wi-Fi phones
- Centralized Modular Messaging access to all networked branch locations
- Synchronization of desk and wireless phones
- Avaya IP Softphone (Microsoft Office Communicator and IBM Sametime integration, road warrior/telecommuter mode, and shared control)

- **Customer Service**

- Multi-station ring/single station pickup:* One extension reaches an entire support group, enabling any available employee to respond to incoming customer calls
- Service-First Overflow:* Smart auto-attendant routes overflow calls from networked branch offices to

a centralized call center, enabling employees to focus on branch customers

—*Application Enablement:* Integrate product information access with direct communication to internal expert resources from multi-function mobile scanners and POS systems

—*Kiosk Support:* Application integration with presence and instant messaging enable self-service stations to offer live help located in a central call center, or even another branch location

Deploy Quickly. Scale Easily

The time, resources, and cost for a single branch are multiplied each time a branch is added, torn down, or moved. Avaya Aura Branch Edition empowers businesses to quickly deploy new locations without the need for highly-trained onsite personnel simplifying branch deployments.

- Pre-configured Profiles can be applied to branch groups and user types. You can also create new Profiles with the powerful web-based Profile Assistant
- Avaya's Configure-to-Order process integrates pre-installation configuration and production... delivering a virtually ready-to-use platform directly to your branch location
- Avaya Aura Communication Manager Branch supports branch networks of almost any size. SIP-enabled networking, supported by local call processing, ensures adding one, or many branches, is always easy

Profile templates include:

- Coverage Path
- Dial Plan/Feature Access Codes
- System Parameters
- Station Configuration
- Promotional Announcements
- System Mailbox
- Voice Mail System Parameters
- Voice Mailbox

The Power of Centralized Management

Branch Central Manager, part of Avaya Integrated Management is a centralized, Web-based solution which dramatically simplifies branch network monitoring and management, reducing costs and saving valuable time. Intuitive tools enable you to display, manage, and update branches by groups of your choice.

Integrated Management streamlines user moves, additions and changes. In addition, configuration updates can be applied automatically, accurately, and quickly across multiple branches. Configuration areas include:

- Station/user configurations
- Dial plan/feature access codes
- Announcements
- Automated attendant
- Coverage paths/hunt groups
- Voice mail and system mailboxes/parameters

- Instant messaging
- Private SIP networking
- Firmware/software upgrades
- System parameters

Intuitive Local Management

For management at the individual branch level, Avaya also offers **Avaya Aura Communication Manager Branch Local Manager:**

- Quick local deployment using wizards for step-by-step, visual guidance on installation and customization templates
- Administration of voice mail, automated attendant, promotional announcements, and system parameters
- Feature configuration including SIP private routing/trunking, feature code access, dial plan, coverage path, and daylight savings time
- Synchronization with centrally managed configurations, features, and functionality
- Configuration for features such as automatic exclusion for privacy, which can be applied to specific stations

Intelligent Communications to All Branches... with a Familiar Key System Interface

Avaya Aura Communication Manager Branch delivers a comprehensive set of powerful communications capabilities to all your branch locations, while supporting a wide

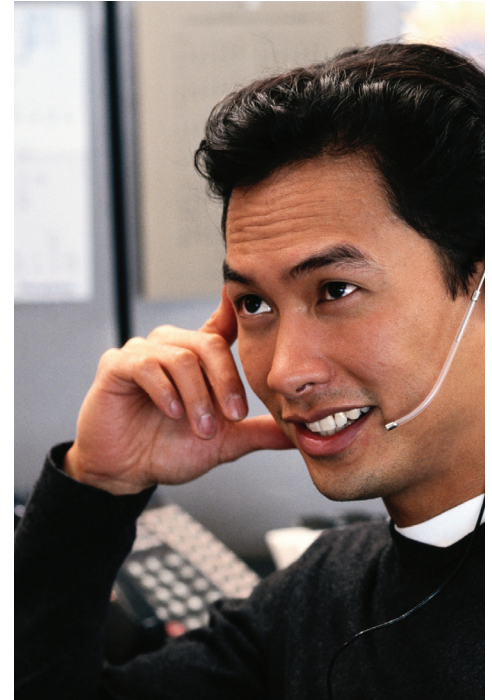
array of high-performance and cost effective Avaya telephones – including IP, SIP, analog, and wireless WiFi and DECT sets, as well as third-party endpoints.

Avaya Aura Communication Manager Branch supports advanced PBX style features, such as:

- Automated Attendant
- Automatic blocking of incoming collect calls
- Promotional Announcements
- Conferencing
- Coordinated dial plan
- Routing
- Hunt/Trunk groups
- Line appearances
- Account codes
- Station and analog port paging
- Enhanced 911 and crisis alert
- Voice mail
- IP Softphone support
- Extension to cellular

In addition, Avaya Aura Communication Manager Branch offers a familiar key system telephone interface – reducing downtime and the need for re-training as the new solution is introduced. Key System features include:

- Key line selection from any phone
- A selected line for outgoing calls
- Two-way speakerphone automatic pickup
- One-way speakerphone with pickup option
- Busy indicator light



- One-step transfer
- Simultaneous station speaker and overhead system paging
- Specialized outgoing line groups

Third Party Applications Drive Productivity and Customer Service

To help ensure your business will be more competitive now and in the future, Avaya Aura Branch Edition delivers an open interface to support powerful solutions from Avaya's extensive partner network – integrating communications with your own branch office business applications. This opens the door to innovative customer service solutions such as Avaya Specialist Connect, which enables branch employees to scan product information and get an instant link

to product category coverage experts that can answer customer questions on the spot; or Avaya In-Store Connect which provides flexible paging from an IP phone.

Application enablement empowers you to:

- Support key business processes
- Leverage existing infrastructure for maximum efficiency
- Take advantage of API connectors and Web services
- Extend rich Avaya features in an IP environment
- Enable CTI to support TAPI and TSAPI services/events

SIP-Enabled Power and Simplicity

Avaya Aura Communication Manager Branch supports both SIP endpoints and trunk connections. SIP trunking enables branch users to communicate with the benefits of presence-enabled voice and instant messaging, and provides scalable connectivity for PSTN access without additional interface hardware. With public SIP trunk services that offer online provisioning, new Distributed Office locations can be set-up and connected with phone service within minutes. Once online, Branch Central Branch for Avaya

Communication Manager Branch will then automatically discover the new location.

Avaya Aura Communication Manager Branch locations networked via SIP to a central contact center can also take advantage of a smart auto-attendant feature that helps branch employees better manage periods of peak demand by routing overflow incoming calls to the call center. These calls can then be handled by a central call center agent, or by an available agent in another branch location. Calls that are transferred to a contact center agent will contain caller and context information to enable screen pops for improved servicing. End-to-end reporting helps companies understand their customers' experience to fine tune business operations.

And with a variety of interface options for both endpoints and trunks, Avaya Aura Communication Manager Branch takes full advantage of SIP trunk features and cost savings, with the safety of automatic PSTN fail-over to help ensure continuous access to communications.

Equal Access to Communications Through Section 508 Compliance

Distributed Office provides branch employees and customers with Section 508 compliant tools that make communications easily accessible to all. Voice mail boxes and

extensions can be easily provisioned with multiple language support for employees who rely on TTY access. And for customers, Avaya Aura Communication Manager Branch auto attendant supports TTY for announcements and call routing prompts.

One Source for Your Support Needs

Avaya Aura Branch Edition is backed by a comprehensive set of service offers from Avaya Global Services – providing one source for all the support you need. Avaya has more than 20 years of experience servicing multivendor voice and data networks, supporting hundreds of products and collaborating with other experts in the field.

From upfront network readiness assessment, IP migration planning and design, and professional consulting, through ongoing maintenance, security, business continuity, and managed services – simply choose the type of support you need from Avaya Global Services.

Learn More

To learn more about how Avaya Distributed Office can simplify your branch network, please contact your Avaya Client Executive, Authorized Avaya BusinessPartner, or visit us on our Web site: 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.

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

INTELLIGENT COMMUNICATIONS

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