

TRANSITION + TRANSFORM

A Cost Effective Strategy to Consolidate Legacy Unified Communication Systems and Communication-Enable Cloud Business Applications

AVAYA
Engage The Power of We™

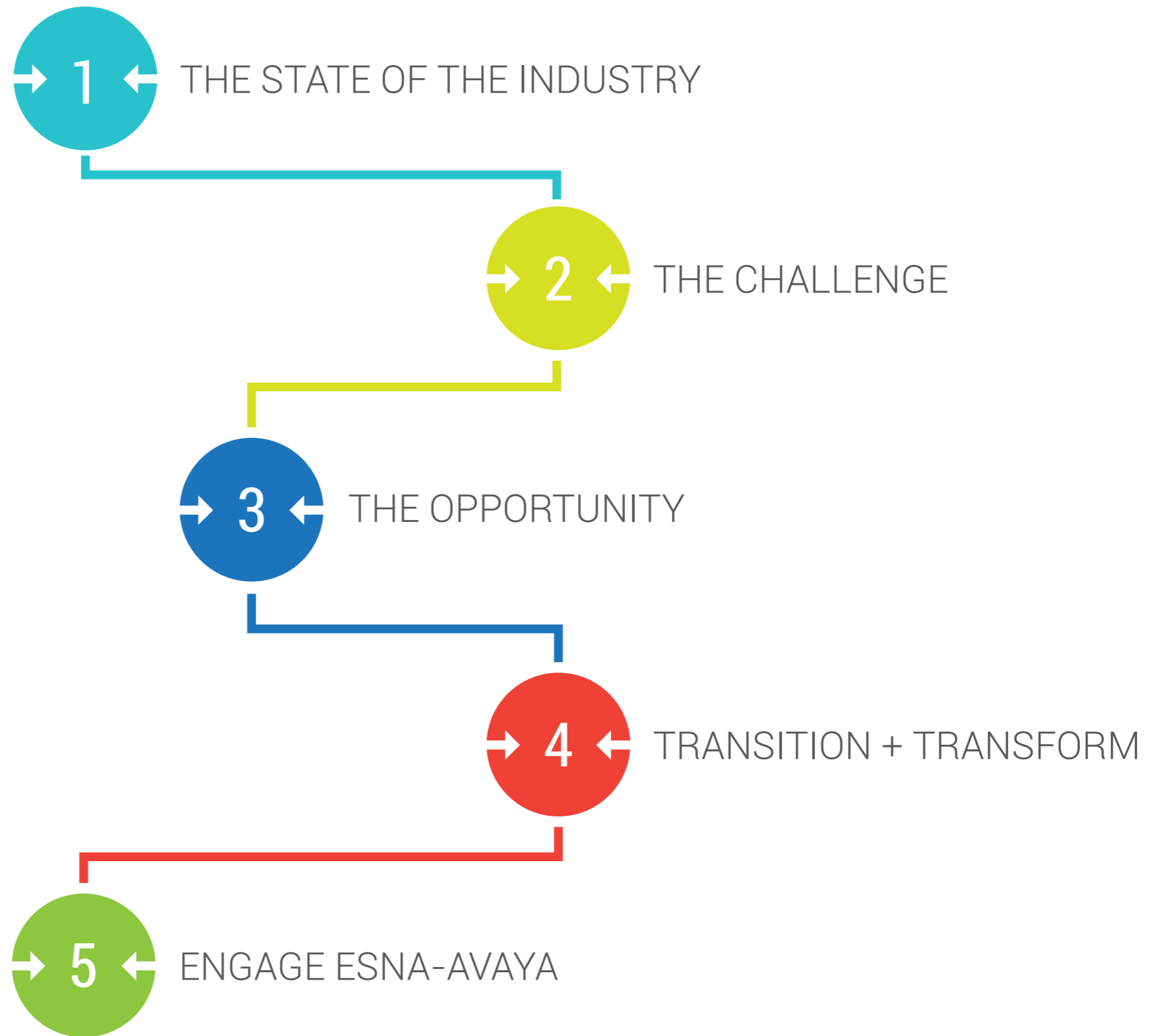
esna

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This guide outlines a framework to address the unified communication and collaboration (UC&C) needs of global and enterprise companies that are moving from on-premise to cloud-based business applications.

It addresses considerations outside of the normal cost-benefit analysis for cloud migration, including how to:

- ↻ Minimize costs associated with integrating and upgrading existing legacy systems, such as voicemail
- ↻ Communication-enable cloud-based applications that users live and work in every day to get work done
- ↻ Improve communication and collaboration user experiences

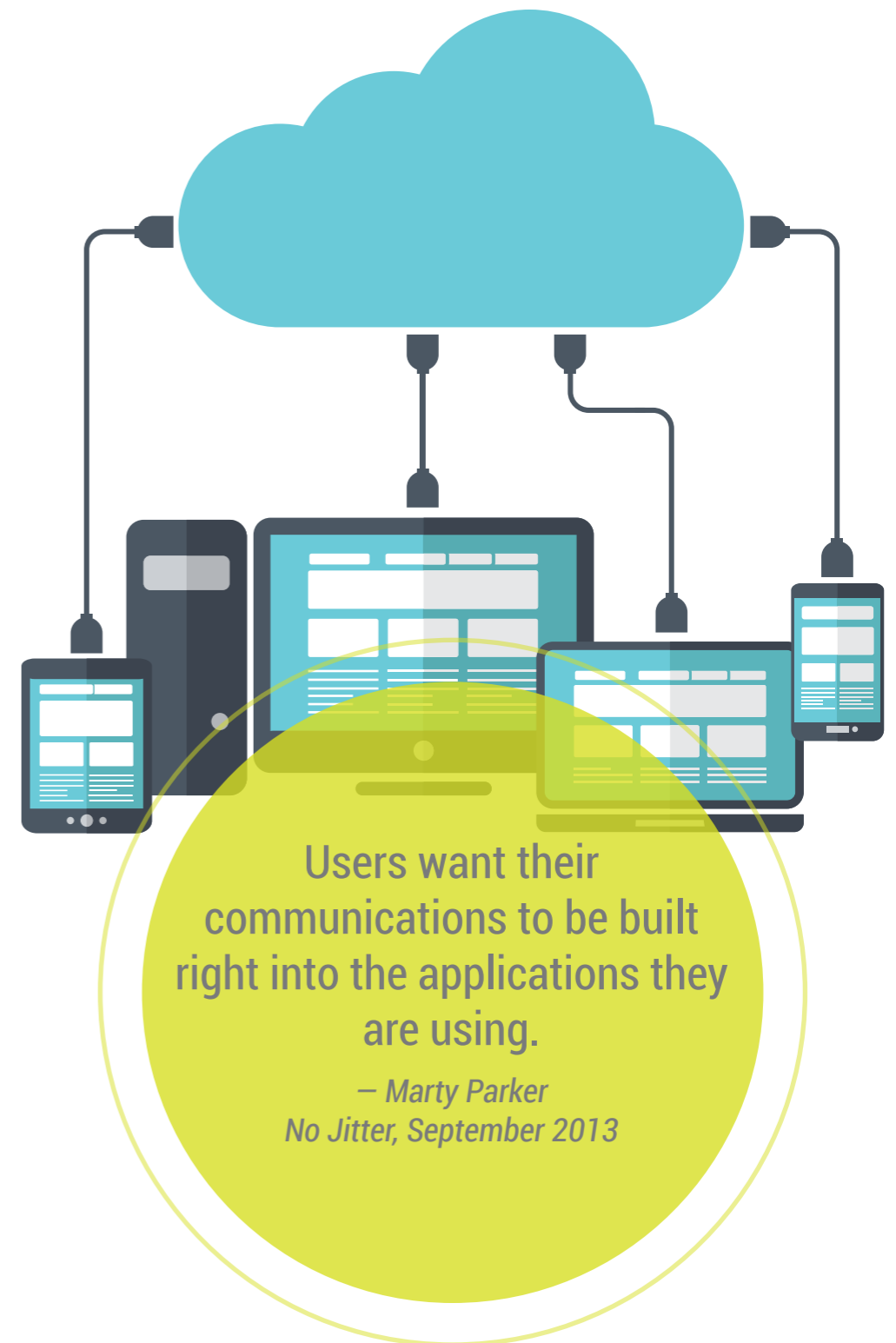


THE STATE OF THE INDUSTRY

IT and telecom worlds are moving away from old, device/client-centric models to new platforms where cloud, mobile and social applications are:

- ☁️ Funded on a per user basis
- ☁️ Consumed from the browser and on mobile devices.

Gartner estimates that global SaaS spending will reach \$201B by 2019. As more data and mission critical applications such as office suites, CRM and ERP move to the cloud, global and enterprise customers will want their communication and collaboration tools to be integrated with these cloud applications.





THE CHALLENGE

The UC&C challenge that many large organizations face when migrating business applications to the cloud is creating a plan that:

- ↳ Leverages existing communication systems investments
- ↳ Replaces at risk and end-of-life UC&C software and servers
- ↳ Improves the way people communicate with each other

The common misconception made by groups outside of IT and the general user community is that existing communications infrastructure and tools will continue to function inside of next generation cloud applications, which is often not the case and rarely addressed.

Accounting for legacy communication assets and the value they provide to end users is essential to understanding the real investments required to move to the cloud.

Key considerations can be financial, technical and user centric:

- Legacy systems still represent the largest capital investment and require the greatest resources in personnel and support budgets.
- IT budgets and personnel resources to support legacy systems are shrinking.
- Upgrades and expansions to accommodate moving legacy systems to the cloud are often not approved or funded.
- Replacement of end-of-life, diminishing value and single purpose applications such as voicemail, speech, mass notification and fax are often already planned and budgeted with funding offset by existing support or maintenance expenditures.
- Pressure to deliver value-add technology with enhanced user experiences inside cloud, mobile and social applications is on the rise.



THE OPPORTUNITY

There is tremendous opportunity to address the challenges associated with global and enterprise organizations' move to the cloud.

Avaya and Esna have created a simple and cost-effective strategy, **Transition and Transform**, to ease global and enterprise organizations' migration from on-premise to cloud-based business and UC&C applications.

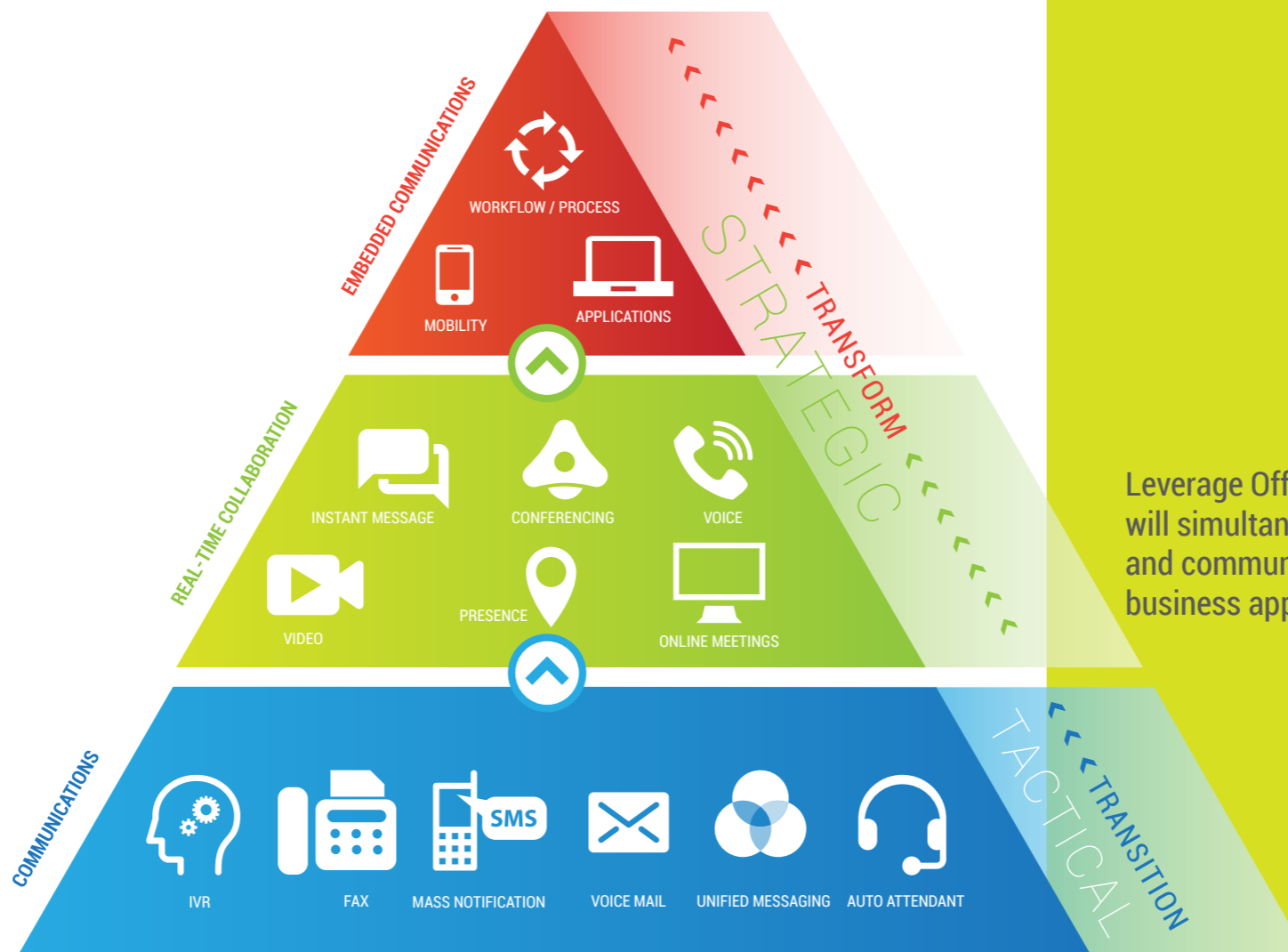
Transition and Transform is a unique approach that leverages existing IT budgets for maintaining legacy systems and repurposes these funds to invest in a next generation Avaya engagement solution.



TRANSITION + TRANSFORM

Transition and Transform is a two stage strategy that integrates UC&C, social, mobile, and workflow siloes onto a single software solution, **Esna Officelinx**, that is not tethered to a particular appliance, OS or thick client experience.

Transition and Transform focuses on user experiences and easy access to UC&C tools like voice, video, IM, and presence that are embedded inside the cloud-based business applications that users live in every day to get work done.



TRANSITION

Minimize capital investments in diminishing value and single purpose applications by consolidating siloed applications onto a single, highly scalable, next-generation engagement platform, Officelinx.



TRANSFORM

Leverage Officelinx to deliver technologies that will simultaneously replace legacy platforms and communication-enable cloud-based business applications and processes.



TRANSITION

Global and enterprise customers typically utilize multiple vendors and platforms to manage day-to-day communications and business processes. Many of these are legacy solutions and approaching, or have reached end-of-life/end-of-support status and need to be replaced.

By identifying these types of technology replacement imperatives, we can introduce our Transition and Transform strategy that will enable customers to:

- ⦿ Replace legacy platforms on outdated servers with next generation software solutions
- ⦿ Drive down costs for support, licensing and administration for multiple servers and applications
- ⦿ Deliver a consumption based model for low use applications
- ⦿ Provide a single platform where all applications receive the architectural benefits of redundancy, high availability and scalability

LEGACY SYSTEMS AT RISK



Octel Aria

Octel Serenade (VMX)

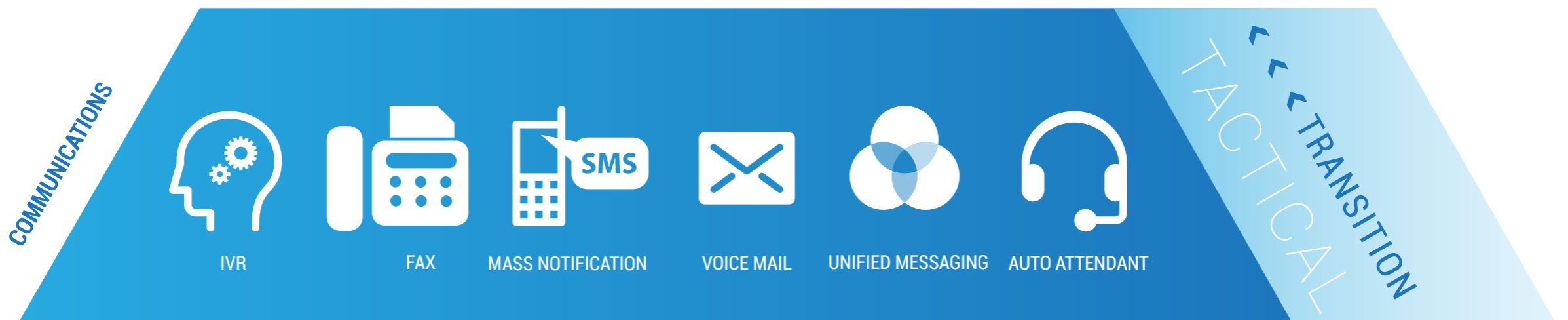
Nortel CallPilot

Nortel Meridian Mail

Avaya Intuity Audix

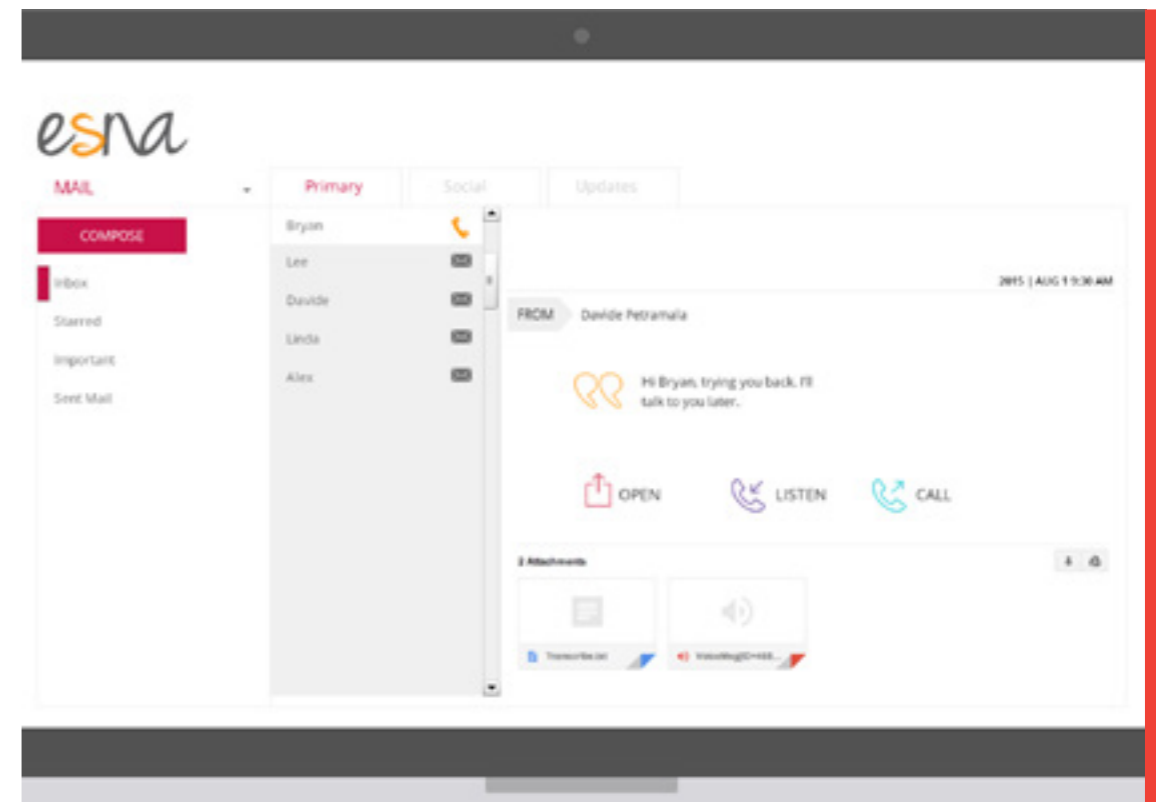
Avaya Modular Messaging

Repartee



Voicemail is one example of a legacy system with diminishing value that can be transitioned to a next generation communication platform for the same cost of maintaining it.

Officelinx takes static voicemail and makes it actionable. User can start a live voice/video call, share their location, start an online meeting, or share messages on Twitter.



TRANSFORM

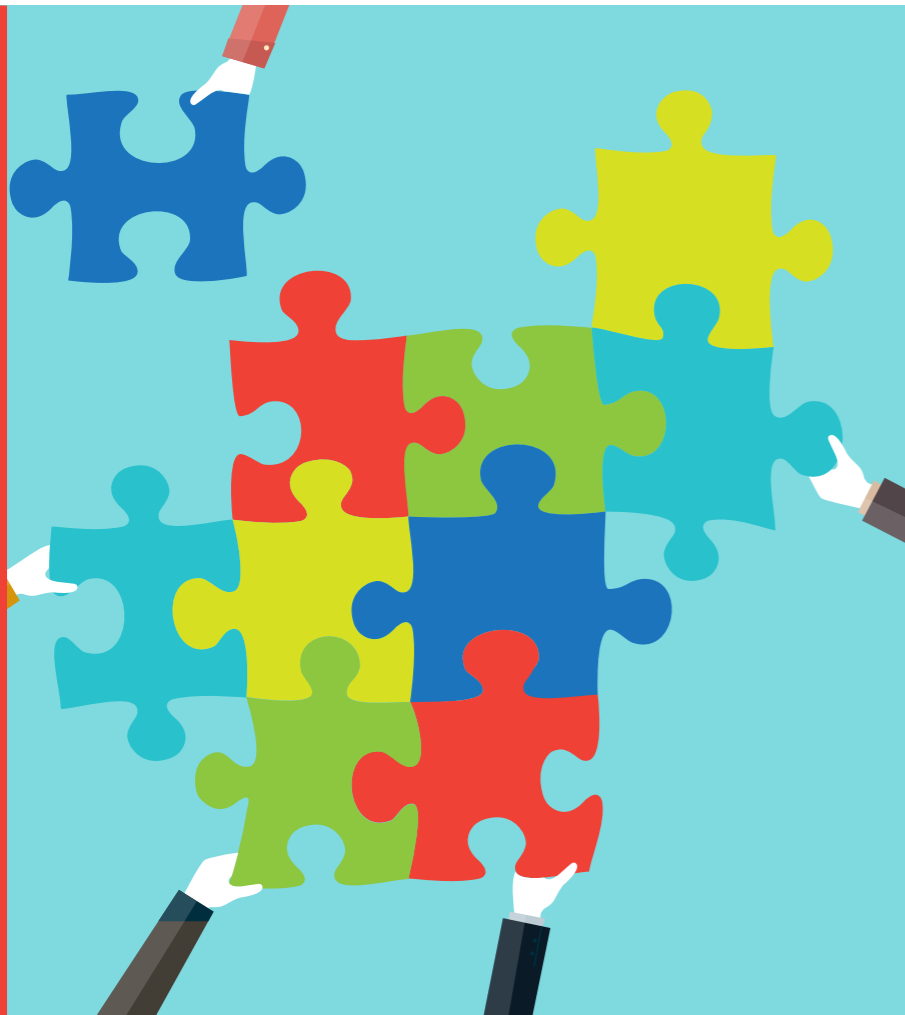
In the transformation stage customers can take advantage of the real-time capabilities of Officelinx by embedding communications inside the cloud-based business applications, processes and mobile devices they use every day.

With embedded communications, customers can:

- ⊙ Increase individual and team productivity
- ⊙ Streamline certain business processes
- ⊙ Share information more quickly
- ⊙ Reduce the time it takes to make decisions, solve problems and serve customers

Embedded communications enable people to quickly find their peers, determine their presence and availability, and start a real-time voice, video, IM conversation, or online meeting across different devices.





THE SOLUTION

Officelinx is a powerful engagement platform that embeds real-time communication tools such as voice, instant messaging, presence, click-to-call, click-to-collaborate, conferencing and unified messaging inside the cloud-based business applications people use every day like email and CRM.

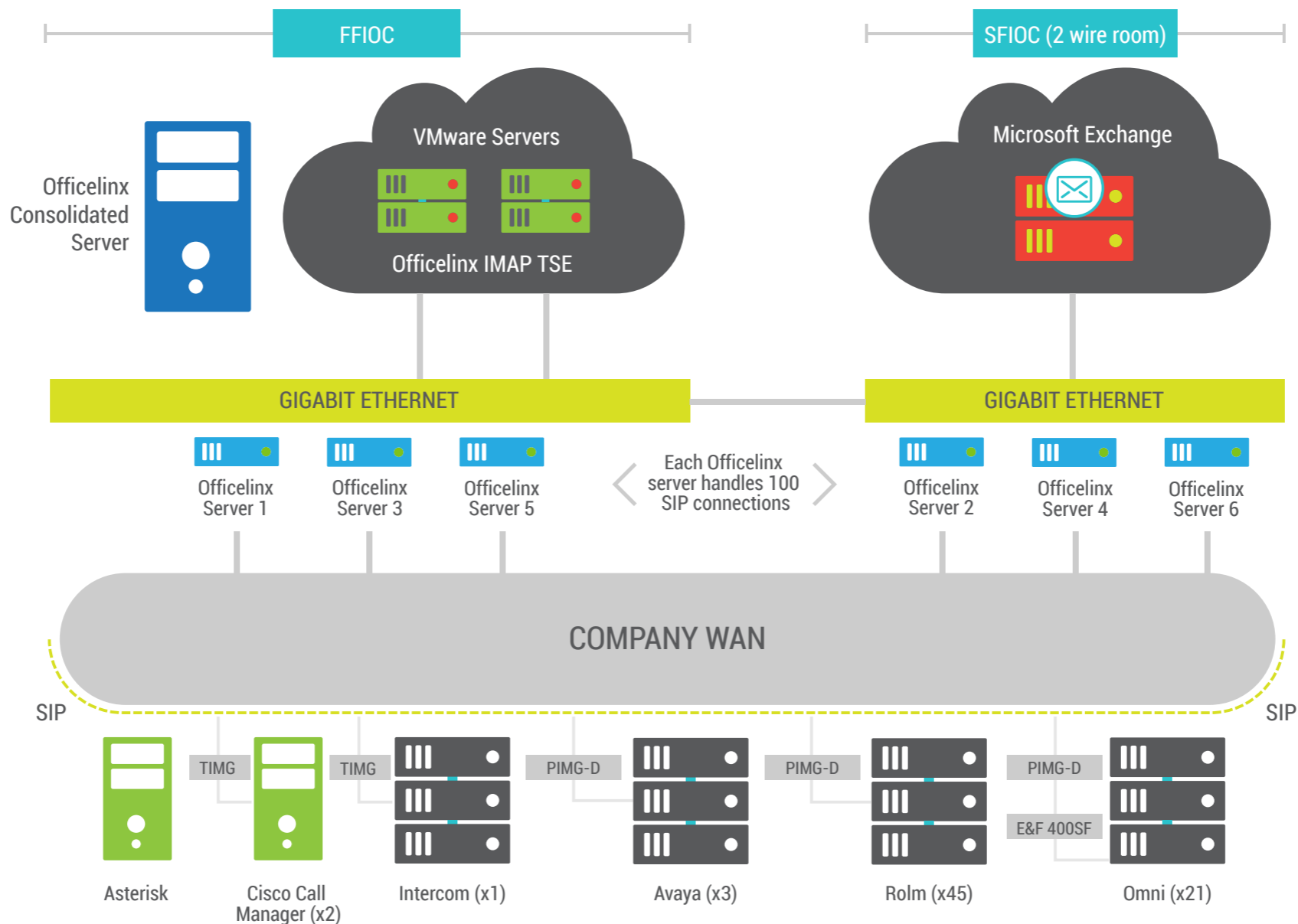
Officelinx provides the scale, interoperability and resiliency required to convert legacy UC&C applications into web services. It supports any SIP or TDM based phone system and works across multiple phone systems simultaneously.

Officelinx can be deployed in disparate platform environments where systems replacement is complex due to:

- ⊙ Large number of sites behind many voice platforms
- ⊙ High availability, resiliency and geo-redundancy requirements

For more than 6 years Esna and Avaya have been supporting customers like the largest utility company in the US with centralized UC application support for voice messaging, mass notification and speech connected to multiple PBX end-points from various manufacturers at different release levels.

LARGE UTILITY PROVIDER



Officelinx transforms how people connect, communicate and collaborate with one another by embedding communication tools from Avaya, Cisco and other manufacturers, natively inside of cloud-based applications such as Google Apps, Office 365, Jive Software and Salesforce, without deploying any desktop software.

By leveraging the cloud and the browser as a delivery vehicle, this embedded communication experience is available regardless of the user's device and works on Windows, Mac and Chrome OS. Officelinx turns cloud applications and web browsers into robust communication interfaces that utilize existing communication and collaboration assets all without having to upgrade, rip or replace existing voice infrastructure.



ENGAGE ESNA-AVAYA



STEP 1

⊕ Identify existing and net-new customers that have end-of-life, end-of-support legacy systems for voicemail, fax, IVR, etc that need to be replaced, or use cloud-based business applications for office suites, email, CRM and Intranet.

⊕ Schedule a customer meeting (in person is ideal, but Scopia is fine too) where we can provide an overview and live demonstration of Avaya's rich engagement experience on the web and inside cloud-based business applications.

⊕ Demonstrate use cases such as integrating click-to-engage actions for voice, video, IM, presence inside browser-based applications as well as unique collaboration experiences for Scopia, WebEx, Salesforce, SharePoint and Jive.



STEP 2

Identify and cost-effectively address impending events such as end-of-life, end-of-support, and replacement of legacy systems such as voicemail, fax, and IVR.

Leverage these events to establish a consumption-based model where these legacy applications are deployed on an "as needed" basis rather than a global or systems centric model.

Support this strategy by flattening and consolidating these legacy services on to an OfficeLineX platform. Leverage this multi-purpose SIP-based communications server to deploy services on a per user basis and grow or eliminate these services as the needs of the business dictate.



STEP 3

⊕ Leverage Officelinx as the foundation for embedding existing communication features like voice, video, IM and presence into cloud-based business applications such as Google Apps, Office 365, and Salesforce.

⊕ Use Officelinx to communication-enable these cloud applications and provide a rich and immersive collaboration experience on Windows, Mac, Chrome OS desktops, as well as Android and iOS smartphones.

MORE INFORMATION

Please contact **Michael Seeley** (michaels@esna.com)
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