

Avaya Deploys the Avaya Desktop Video Device with the Avaya Flare[®] Experience

Avaya's Large-Scale Implementation of Video Collaboration



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A revolutionary new video collaboration device, the Avaya Desktop Video Device has been making waves in the communications industry ever since Avaya introduced the product in the fall of 2010. Avaya's own employees have been among the earliest users and have seen first-hand how the product can improve collaboration and make people more efficient and effective.

Avaya's internal deployment of the Avaya Desktop Video Device is the responsibility of Paul Humphreys and his IT team. The team was tasked to deliver a large-scale, global implementation of the Desktop Video Device, allowing Avaya users to take advantage of its full suite of capabilities, including enhanced voice communications, video conferencing and a range of data collaboration functions. As a result, a large number of Avaya Desktop Video Devices are now deployed throughout Avaya and, most importantly, Avaya is essentially managing its day-to-day operations using this ground-breaking new product.

SECTION 1: First Steps

The first phase of Avaya's Desktop Video Device deployment began by providing units to nearly 200 employees in New Jersey, California,

Ireland, and Singapore. Members of Avaya's executive staff and their direct reports were among the earliest users. These executives quickly experienced the benefits of using a single desktop device for voice, video, and data communications. In fact, the Avaya Desktop Video Devices replaced both their traditional telephones and standalone desktop video conferencing units while making it easy to also access data applications such as email, calendars and instant messaging.

"The significant use of the Avaya Desktop Video Device by our executives both shows how critically important this effort is for Avaya and proves the incredible value it brings to those who communicate the most," said Humphreys. "The ability to take the bulky video-only systems off people's desks was also a real plus."

The success of this first deployment phase led to the rapid expansion of the user community. As other Avaya employees saw their co-workers using the device, they requested their own Desktop Video Devices. "It became viral," Humphreys continued. "Everyone wanted an Avaya Desktop Video Device as soon as they saw another employee with one." The ability to easily participate

in high-definition video conferences was a key attraction. Video adds real value to communications and, with the Desktop Video Device and the intuitive Avaya Flare® Experience user interface, video conferencing is as easy as making a phone call. Since the deployment of Avaya Desktop Video Devices within Avaya, use of video communications has dramatically increased. Avaya employees broadly use video for both scheduled meetings and ad hoc, "spur of the moment" communications.

Rapidly introducing the Avaya Desktop Video Device to a large user community taught the Avaya IT team a great deal about deploying unified communications. "One of the keys to the success of our deployment," said Humphreys, "is the use of Avaya Aura® at the back-end." Every Avaya Desktop Video Device is connected to Avaya's internal network of Avaya Aura® systems. These systems provide key infrastructure functions such as SIP session management, bandwidth control, and directory integration, enabling a consistent experience across a very large number of users.

As the internal deployment grew, the IT team worked closely with other groups within Avaya, giving them the opportunity to provide constant

feedback. “We had a lot of support from the product development team as we continually fed comments back into the engineering program,” Humphreys said. “We also worked with the Avaya services organization to develop best practices on how to most effectively deliver a large-scale Avaya Desktop Video Device deployment.”

The large size of Avaya’s internal deployment also required that Humphreys and his group work closely with Avaya’s local IT teams to provide on-site technicians with training and support. Specifically, Humphrey’s team created a checklist, detailing the steps necessary to complete each local installation. The team also developed a directory of all current Avaya Desktop Video Device users throughout the company. Both of these elements are now available to our customers as a standard part of Avaya’s professional services implementation offering.

The value of the Desktop Video Devices’ connection to the Avaya Aura® infrastructure was also evident during this part of the deployment process. Since the Avaya Desktop Video Device is an Avaya Aura®-managed SIP device, Humphreys’s team simply defined a standard template to use consistently across each local installation. This included standardization of all key user and network settings, which made the Avaya Desktop Video Device directory simple to create and update.

SECTION 2: End User Training

A key element of the Avaya Desktop Video Device is its use of Avaya’s revolutionary communications user interface, the Flare® Experience. This interface makes end-user operation simple and intuitive. Initial user set-up of the device is also very straightforward. For Avaya’s internal

deployment, Humphreys’ team used the Avaya Desktop Video Device’s standard “quick-start guide”, allowing end users to operate the product in minutes.

Some users attended a short end-user training session focused on the Desktop Video Device’s more advanced functions. Session attendance was very high, reflecting interest in features such as Facebook contact integration, multipoint video conferencing, and the ability to view “communications histories” from the device.

SECTION 3: User Reaction

As the size of the Avaya deployment grows, users continue to marvel at the way the Avaya Desktop Video Device brings them closer to one another. Users consistently cite video communications as a major product benefit. “Avaya’s senior managers are spread out across the country and the world,” said Humphreys. “With the Avaya Desktop Video Device, they can now have meaningful video conversations with each other no matter where they are located and without needing to schedule anything in advance. And, since real-time presence capability is integrated within the Avaya Desktop Video Device,” he continued, “a manager always knows who is available to talk and if the call can be a voice or video session.”

Humphreys is excited by the volume of product feature suggestions Avaya’s broad use of the Avaya Desktop Video Device has generated.

“We track and monitor all the feedback we get,” he said, “including all the interesting new ways people go about their jobs as a result of using their Avaya Desktop Video Devices.” This information is not only made available to Avaya’s product development team, it is also posted on the internal social networking site



for everyone in Avaya to see and use. For example, Peter Liria, Senior Director of Ethics and Compliance, had a number of suggestions and commented on how his Desktop Video Device made him more efficient during his work day. Again, the ability to take advantage of video communications right from his office was a huge advantage. In particular, Liria said, “The high-definition quality of the video is phenomenal!”

“That comment is typical of the users at Avaya,” noted Humphreys. “While employees may have previously tried other products for video from their desks, none deliver the voice and video quality experienced using the Avaya Desktop Video Device.”

The delivery of outstanding quality video communications comes from the Avaya Aura® session management environment as well as the Avaya Desktop Video Device itself. Specifically, the Avaya Aura® Session Manager maximizes the available network bandwidth by optimizing data traffic for each Desktop Video Device. Using the Avaya Aura® Session Manager for bandwidth management adds to the benefits such a deployment can deliver in areas such as SIP trunking consolidation.

While video communications is a compelling Avaya Desktop Video Device capability, there are many others. Joe Sigrist, Avaya’s Vice President of Endpoints and Video Solutions, mentioned two of his favorites “The history view is especially valuable,” he said, “because it allows me to see all the

recent communications I've had with people I call and message. I can easily review recent phone calls, video conferences and emails as I prepare to talk to someone. This can really help me put the next conversation with someone in the right context."

The Avaya Desktop Video Device is also unique in the way it allows a user to manage audio and video conferences. "I particularly like the ability to create sidebar conversations," continued Sigrist. "I can take a subset of my conference call participants and allow them to

"Some groups are actually reducing travel budgets allowing our IT budget to increase to more quickly implement the Avaya Desktop Video Device in their organizations."

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.

communicate among themselves on a specific topic and then subsequently bring the group back to the main conference call. It's a very efficient use of time, since targeted issues can be addressed immediately by the appropriate people." In this way, the Avaya Desktop Video Device also becomes a powerful conference management tool.

SECTION 4: Adopting Video Collaboration at Avaya

At Avaya, adoption of video collaboration continues to grow thanks to the successful internal deployment of the Avaya Desktop Video Device. In addition, the value of the Desktop Video Device has accelerated as users discover that they can also make video calls to Avaya's 1000 Series conference room video systems. As a result, Avaya Desktop Video Device users can remain at their desks or in their home offices and participate in high-definition video conferences with other Avaya employees connecting from large conference or meeting rooms. Given that the Avaya 1000 Series, like the Avaya Desktop Video Device, connect directly to the Avaya Aura® system, Avaya's entire video deployment can benefit from the advantages of Avaya Aura® SIP session management and directory integration capabilities.

Humphreys spoke a little about the future of the Avaya video collaboration program. "We will continue to bring video communications to more and more of Avaya's nearly 20,000 employees," he said. "We have the support of users and groups worldwide. Some groups are actually reducing travel budgets allowing our

IT budget to increase to more quickly implement the Avaya Desktop Video Device in their organizations. This is all part of a global UC model enabling us to bring the full benefits of Avaya Aura® to all our locations."

As a result, a greater number of Avaya employees can work more effectively and efficiently. In addition, employees will enjoy the "quality of life" benefits that result from less travel and time away from their offices and families. Finally, Humphreys also stressed the value of long-term technology planning. A large-scale deployment of the Avaya Desktop Video Device is based on a broad deployment of the Avaya Aura® architecture. The successful adoption of Avaya video collaboration is tied to the successful implementation of SIP and Avaya Aura® Session Manager.

"To sum it up," said Humphreys, "this is a game-changing product. Based on our experience within Avaya, I know that the Avaya Desktop Video Device will continue to be widely adopted for video collaboration and much more. The Avaya solution allows us to scale the deployment to thousands of users. We are the proof point!"

SECTION 5: Learn More

To learn more about the Avaya Desktop Video Device with the Flare® Experience, contact your Avaya Account Manager or Avaya Authorized Partner. Or, visit us online at www.avaya.com.

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