AudioCodes BusinessPLUS with Avaya Software Communication System

Today’s global economy has long outpaced the capabilities of many corporate communications systems. Companies face the challenge of workforces that are distributed yet must work together more quickly and effectively than ever before. Employees and customer communities need to actively connect and — not in an hour, not sometime tomorrow, but right now. At the same time, IT managers are focused on cost control and simplification of the network. Device consolidation is a key trend that is occurring both at the larger regional sites and remote branch offices.

Unified communications simplifies how people connect with each other, and with applications, eliminating the challenge of disparate workforces and numerous devices and systems. Presence, real-time and near-real-time communications are unified into a single environment that enables more effective collaboration, faster decision-making, and ultimately, accelerated business processes.

But as companies look to reduce their overall total cost of ownership and simplify their IT networks a new type of solution is required to meet their communications requirements. One that is cost-effective and easy to use, support and manage. One that can save organizations not only upfront CAPEX costs but also ongoing maintenance costs and real-estate and power consumption costs by integrating multiple functions into a single platform.

The AudioCodes BusinessPLUS with Avaya Software Communication System (SCS) – enables you to reach, who you want, when you want, it also allows you to drive down total cost of ownership, by providing a simple integrated solution designed to make life simpler.

Introducing AudioCodes BusinessPLUS with Avaya SCS

AudioCodes BusinessPLUS with Avaya SCS combines leading edge solutions from two companies who have been delivering voice and unified communications solutions to the market for decades. Innovative unified communications software, based entirely on open standards, from Avaya, has been embedded on the award-winning AudioCodes Mediant 1000 Gateway for a tightly integrated unified communications system to meet the requirements of offices (single or multisite) with fewer than 250 users.
It’s about economics

The Mediant 1000 is a modular gateway which supports a variety of FXO, FXS and T1/E1/PRI voice interfaces. It also has an embedded Intel-based application server which delivers 600 MHz of processing power and a Gig of RAM. With the AudioCodes BusinessPLUS solution, the Avaya SCS software comes preloaded on the embedded server and supports a complete set of SCS Unified Communications functionality as though it were running on a separate PC server.

The AudioCodes Mediant with Avaya SCS solution can save customers over 30% on hardware costs when compared to purchasing each gateway type and the server independently. In addition, services costs including implementation and yearly maintenance expenses can be reduced by approximately 20% by streamlining the amount of hardware required.

It’s about simplifying the network through consolidation

By consolidating multiple gateway functions and the server onto a single device, network operators can also simplify their network. Advantages include simplified software upgrades, faster troubleshooting due to less devices interconnection, reduced power consumption to help organizations achieve their Green IT goals and less real-estate requirements by having all functions integrated within a single 1U platform.

It’s about simplified management and configuration

Many of the tedious installation and configuration processes are automatic with Avaya SCS, including the auto-discovery of IP telephones. Other advanced device configuration processes are accomplished with an easy to use web-based management interface. This saves time and reduces errors, making installations quicker and less likely to need follow-up visits for support.

It’s about simplified ordering and deployment

AudioCodes BusinessPLUS with Avaya SCS delivers all the voice and UC components you need to support unified communications in offices with fewer than 250 users. This includes full unified communications call server functionality, FXO, FXS and/or T1/E1/ PRI gateway connectivity options, a full featured soft client or choice of IBM®Lotus Notes®/Sametime or Microsoft Outlook application plug in and optional Avaya, Polycom or AudioCodes IP Phones.

Solution components at a glance

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AudioCodes 300HD Series IP Phone will be available with SCS deployments in early 2010
Avaya SCS Unified Communications Software - Avaya SCS is an easy to use, easy to manage software-based unified communications system based entirely on open standards. SCS not only provides a robust suite of VoIP capabilities, it also provides a wide breadth of unified communications capabilities, including secure presence and instant messaging, integrated voice conferencing, unified messaging, single number reachability (i.e., Find Me/Follow Me), desktop-based video conferencing, and tight integration with Microsoft™ Outlook and IBM™ Lotus Notes™/Sametime.

With the AudioCodes BusinessPLUS solution, the SCS software is preloaded in the Mediant 1000 Gateway, creating a nicely integrated Unified Communications appliance.

Mediant 1000 Gateway with embedded server - The Mediant 1000 is a modular and scalable media gateway combined with a high performance application server platform – bundled in a single 1U package.

Avaya IP Soft phone 3456 or choice of application - centric plug-in (Microsoft Outlook or IBM Lotus Sametime and Lotus Notes).

IP Phones - Including the Avaya IP Phone 1200 Series (1210/1220/1230), the Avaya IP Phone 1535 Video Phone, the Polycom SoundPoint IP Phones (330/430/550/650/670) and Polycom SoundStation IP Audio Conferencing Units (6000/7000) and the AudioCodes 300HD Series (310/320/350) IP phones. (AudioCodes 300HD Series IP Phone will be available with SCS deployments in early 2010).

SCS Unified Communications - A software-based call server that’s distinctly different

Based on Session Initiation Protocol (SIP), the future proof SCS has the power to accelerate communications and collaboration between employees, partners and customers.

Saves time and boosts productivity

A robust suite of UC features can help save time and enhance employee productivity. In fact, research indicates that highly mobile, highly collaborative employees can save 30 to 60 minutes every day by deploying features such as unified messaging, presence and IM, and single number reachability.

Unique in many ways

SCS includes several unique attributes that set it apart from other competitive solutions. Based on an open source foundation, its entirely SIP-based. It’s simple to install, use and maintain, and allows businesses to perform their own adds, moves and changes. Additionally, SCS provides a full suite of UC features in one all-inclusive user fee. No additional hardware or application-centric licenses are required, which can lead to a significant reduction in overall total cost of ownership.

Ensure an open future

SCS is unique in that it is developed in close collaboration with the SIPfoundry open source community. The value is that it allows for real-time peer review and access to instant feedback to improve SCS. It also helps Avaya stay connected with end users, partners and developers- evolving the solution based on their needs.
The other unique attribute of the SCS design, is that it has been developed using a Services Oriented Architecture (SOA) approach. What this means is each communication feature is broken down into its own modular and open component. Individual applications (e.g., conferencing) can then be deployed independently on their own dedicated servers to increase reliability and scalability. In addition, each feature can integrate with other web-based applications — without impact to other features. It is through these open web-services interfaces, that web-savvy partners and customers can easily communications-enable their business processes and create new application mash-ups.

**Figure 2: SCS’s Services Oriented Architecture – a disaggregation of the traditional PBX**

**Unified Communications capabilities**

Unlike many competitive unified communications platforms SCS is based on a cost-effective per user license that gives all users access to all of SCS’s unified communications features. These include:

**Softphones and plug-ins**

With each SCS solution, end users get their own advanced softphone (Avaya IP Softphone 3456) or application plug-in (Avaya Plug-in 3457 for IBM Lotus Notes or Sametime or Avaya Plug-in 3458 for Microsoft Outlook). The softphone incorporates integrated presence, instant messaging, video conferencing, voice/video call recording, and more. The plug-ins enable users to make and receive calls directly from their email application, even recognizing phone numbers within emails and providing click to call capabilities.

**Presence and Instant Messaging**

Accelerate communications, collaboration, response times, and decision making with secure presence and Instant Messaging (IM). IM features include: the ability to create unique privacy rules per contact, send messages to groups, manage multiple conversations with tabs, and keep a record of both voice and video conversations. SCS even integrates with leading IM platforms like GoogleTalk and others.
Integrated audio conferencing

Sophisticated, secure, on-demand audio conferencing is available and accessible through an easy-to-use web-based portal; every user gets a personal conference bridge with intuitive, graphics-based chair controls. Best of all, no extra licensing fees or extra hardware are required.

Integrated video conferencing

Provided through the advanced softphone, every user has multi-party (up to 6 participants) video calling right on their desktop. And if you need to record a call, both audio and video call recording capabilities are also included.

Voice mail and Unified Messaging (UM)

Voice mail and UM come included for every user, enhancing response times with a powerfully simple unified messaging system that’s integrated with user desktops. Unified messaging sends voicemail to your chosen email address and allows users to pick up messages however they prefer — by hard client, softphone, Web portal, or e-mail. Every user automatically gets a message box, at no extra cost.

Single number reachability

Find Me/Follow Me is an advanced call-forwarding capability that keeps mobile and on-call employees accessible. With a few clicks, users can make multiple devices ring simultaneously, point to a different device if they don’t pick up the first one and even set up time of day and day-of-week parameters.

Figure 3: Stay accessible with Find Me/Follow Me

1. Incoming call is presented to desk set and cell phone simultaneously
2. If no response after “x” seconds, call is presented to one or two different numbers
3. If no response after “x” seconds, call is transferred to voice mail

Corporate and personal auto attendant

Imagine having a 24/7 answering service for every employee. That’s our personal auto attendant feature. With its individual mailbox customization, you can instruct callers to press 1 to reach your cell, 2 to reach a colleague, 3 to leave a message, and so on. With our corporate auto attendant, you can fine-tune up to 100 customizable attendants to suit your business based on day, night, and holiday schedules, or let customers dial by extension and name.

Figure 4: Never miss an important call with your own Personal Auto Attendant
Contact center

A basic and informal yet effective contact center is the ideal solution for businesses with a small number of agents. Easy to configure and use, it offers up to multiple queues per server, several lines per queue, a choice of call-routing algorithms, and support for overflow queues during peak periods. The best part – it’s included in the base package.

Call detail recording (CDR)

The system can collect Call Detail Records (CDRs) for all calls and store them in a database on the server. It can export CDRs to popular reporting software applications, such as Crystal Reports and Microsoft Excel. The end result is a complete set of records that are easy to access, browse, export and customize.

Mediant™ 1000 Gateway: An integrated, reliable and scalable hardware platform:

The Mediant 1000 is AudioCodes’ cost-effective, modular VoIP media gateway. Intelligently packaged in a stackable 1U chassis, it is designed to interface between TDM & IP networks in enterprises or small-scale carrier locations. Incorporating AudioCodes’ innovative Voice over Packet technology, the Mediant 1000 enables reliable cost-effective deployment of next-generation Unified Communications solutions.

A key component of the AudioCodes BusinessPLUS with Avaya SCS solution is an Open Solutions Network (OSN)application processor embedded within the Mediant 1000 hardware platform. The OSN is essentially a server-on-a-module that executes the Avaya SCS Unified Communications application software. The OSN module shares the power supply, network connectivity and other infrastructure with the Mediant 1000 gateway – reducing space and costs over a separate stand-alone server.

The Mediant 1000 is based on VolPerfectTM, AudioCodes underlying, best-of-breed, media gateway core technology for all of its products. The Mediant 1000 provides superior voice-technology for connecting legacy telephone and PBX systems to IP networks, as well as seamless connection of the IP PBX to the PSTN. In addition to operating as a pure media gateway, the Mediant 1000 also hosts the Avaya SCS software application to act as a foundation to the AudioCodes BusinessPLUS with SCS solution. The Mediant 1000 is fully interoperable with a wide range of TDM and SIP Trunking carriers and with other TDM PBXs and other legacy equipment.
Scale Up As Your Business Grows

The Mediant 1000 matches the density requirements for small locations while meeting enterprises and service providers' demands for scalability. The compact Mediant 1000 Modular Gateway is extremely scalable and supports multiples of 1, 2, or 4 E1/T1/J1 spans, 4 to 20 BRI ports or 1 to 24 analog ports in various FXO/FXS configurations. The Mediant 1000 also supports mixed digital and analog configurations in the same device.

The Mediant 1000 can support a variety of telephony interfaces. The digital module can be configured as regular E1/T1/J1 interfaces, with up to 1 or 2 paired spans acting as life-line interfaces for switching to the PSTN in case of power failure or network problems. The analog module is available as regular FXS or FXO interfaces, where 1 FXS line can be used as a life-line interface for switching to the PSTN. Interface Modules:

- Digital (E1/T1/J1) – connecting the PSTN or existing TDM PBXs
- Analog FXS – connecting analog phones and fax machines to the Avaya SCS
- Analog FXO – connecting analog lines from the Central Office (CO)
- BRI – connecting to PBXs or the PSTN

A closer look at IP Phones, soft clients and plug-ins to keep your employees connected:

Although many SIP-compatible IP Phones and soft clients work with the AudioCodes BusinessPLUS solution, you may want to consider choosing one or more of these advanced products from Avaya. SCS provides plug-and-play capabilities with all supported clients (dramatically simplifying moves, adds and changes) and have been fully tested for performance and interoperability quality.

Avaya IP Phone 1200 Series: An innovative portfolio of IP Phones that include multiple soft keys, integrated speakerphone, advanced audio quality, headset support and an integrated Ethernet switch.

Polycom SoundPoint IP Phones: Offer multiple soft keys, integrated speakerphone, superb HD (High Definition) audio technology, and integrated Ethernet switches to suit all types of business users and call volumes.

Polycom SoundStation portfolio: Offers features such as full-duplex technology and the latest advances in echo cancellation and HD audio to deliver remarkable voice quality and superior performance for executive offices, conference rooms and boardrooms. The SoundStation 6000 is ideal for small to medium-sized conference rooms, while the 7000 model is a good fit for executive offices, medium to large conference rooms and boardrooms.

Avaya IP Phone 1535 Videophone: Provides extensive telephony services, multimedia tools and full video conversation functionality. You can also use it to check email or voicemail, or to browse the Web. The phone is designed for enterprises seeking a cost-effective personal video endpoint and is ideal for companies that seek increased collaboration between sites.

AudioCodes 300HD Series IP Phones: Offer a new dimension of voice call quality and clarity for the IP Telephony market. The AudioCodes 300HD Series of High Definition IP Phones enable partners and end-customers to build end-to-end solutions that rely on AudioCodes’ technological advantage and proven track record in providing state-of-the-art, high quality, and interoperable VoIP products.
The **AudioCodes 300HD** Series of High Definition IP Phones are part of a High Definition VoIP solution roadmap in end-user phones and terminals that will improve the productivity and efficiency while reducing errors in business communications with new quality standards set by the High Definition voice technology.

The **AudioCodes 300HD** Series of IP Phones offers three phone models, which are well suited to the requirements of different business users.

- **The 310HD** is the 1-line entry level IP Phone and includes a basic display and user interface
- **The 320HD** 4-line premium model includes a large Monochrome LCD screen
- **The 350HD** 6-line executive model has a Color LCD screen

Power over Ethernet is optional on all models.

Based on AudioCodes’ advanced, robust and field-proven VoIPerfectHD™ software, AudioCodes’ IP Phones are designed to utilize the most popular wideband coders such as G.722, G.722.2 (WB-AMR), G.729.1, and G.711.1. Each of these phones feature enhanced proprietary capabilities, such as packet loss concealment, high quality wideband acoustic echo canceller, and low-delay adaptive jitter buffers to enrich the caller’s experience.

**Avaya IP Softphone 3456**: a contact-centric, feature-rich soft phone that allows remote and teleworkers to stay connected. Calls and availability are managed with a comprehensive suite of carrier-grade voice, video, IM, and presence features. An intuitive user interface means it’s easy for novice users to make and receive calls, initiate and record voice/ video conferencing, and communicate in real time using instant messaging.

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*AudioCodes 300 Series HD phones will be available with SCS deployments in early 2010*
Avaya Plug-In 3457 for IBM®Lotus Notes®/Sametime: brings IP Phone functionality to a user’s IBM Lotus Notes/Sametime environment, allowing them to make, receive and transfer phone calls without having to leave the Lotus application. In addition to full call-handling capabilities, the Lotus Client also provides users with easy access to their voicemail inbox.

Avaya Plug-In 3458 for Microsoft®Office Outlook®: offers communication integration within a user’s Microsoft Outlook environment, allowing them to easily import their address book into or from their contact list and dial directly from the application. They can even establish a call from manual entry, redial, drag and drop, contacts, inbox, profile or directly from an email message.
Unified Communications made simple

When it comes to affordable, unified communications solutions that reduce costs, enhance productivity and increase revenue — look no further than AudioCodes and Avaya — two companies that has been delivering voice systems for decades.

To find out more about Avaya Software Communication System, please visit: www.avaya.com.
To find out more about the AudioCodes Mediant 1000 Gateway please visit http://www.audiocodes.com/products/mediant-1000.

About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology leader focused on VoIP communications, applications and networking elements, and its products are deployed globally in Broadband, Mobile, Cable, and Enterprise networks. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Gateways, Residential Gateways, IP Phones, Media Servers, Session Border Controllers (SBC), Security Gateways and Value Added Applications. AudioCodes underlying technology, VolPerfectHD™, relies primarily on AudioCodes leadership in DSP, voice coding and voice processing technologies. AudioCodes High Definition (HD) VoIP technologies and products provide enhanced intelligibility, and a better end user communication experience in emerging Voice networks.