

Software Communication System

A Competitive Edge for Growing Businesses

A software-based solution that unifies your communications.

- > **INSTALL**—on a range of industry-standard servers
- > **ADAPT**—to the specific needs of your business
- > **ENABLE**—a rich communication experience
- > **MANAGE**—with point-and-click simplicity

That's leading-edge—that's Avaya SCS.

Learn More About Avaya SCS:

- » Features and Capabilities
- » Technical Information
- » Customer Stories

Go to avaya.com/small



Simplify everyday communications? Make it easy for employees to work from anywhere? Personalize customer service? Avaya Software Communication System (SCS) is ready for all of that and much more.

As a SIP-based, open standards platform, Avaya SCS is all about giving you choices and flexibility:

- Acquire the solution: all the product capabilities are bundled and available for a single user fee, giving you the flexibility to adapt your communications over time at no added license cost.
- Install it on your servers.
- Program it to meet your needs.
- Choose from the wide array of phones, user agents, gateways, consoles, applications and other options available for SCS.

Then start taking advantage of all the ways Avaya SCS can help your business:

Unify your communications—get voice, email, IM and more all working together.

Extend your reach—connect your office system to your mobile.

Enhance collaboration—with presence, group IM, and plenty of conferencing options.

Provide a rich communication experience—high-definition video calling for up to six parties, simple to use and integrated in the SCS softphone.

Simplify management—use the intuitive management interface to simplify set-up and ongoing system administration; take advantage of the web-based portal for employees to control and customize their personal settings.

SCS is designed for today's world of innovative, open source solutions—benefiting from the continuous support of the global community of open source developers and backed by Avaya, the global leader in providing communications solutions for millions of businesses around the world.

Open, Simple, Unified Communications

Avaya SCS delivers easy access to proven features that simplify communications.

The Basics: Start using all the basics that help make companies and people productive—efficient call routing, speed dials, call logs, caller ID and more. Get messaging that goes beyond “I’m not here right now” and lets everyone set up their own personal call attendant: “Press 1 to reach my cell, 2 to reach my assistant, 3 to leave a message.”

Mobility: Link office phones, mobiles and other devices. Have them ring simultaneously or program Avaya SCS to “find” the person being called. Rely on

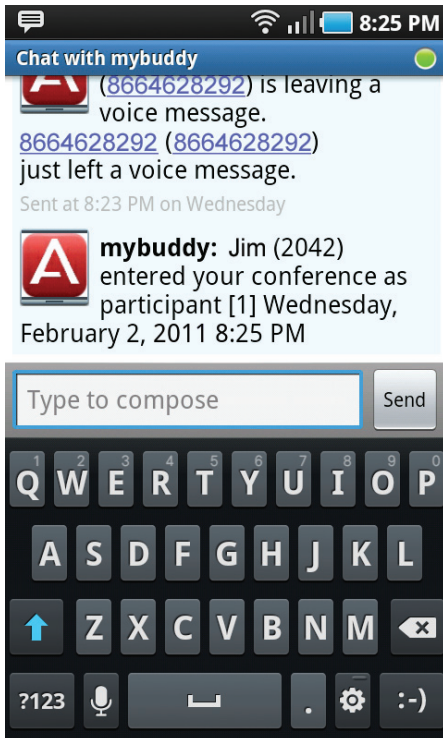
SCS to take voicemail and fax messages, and forward them as email messages so people can see them instantly on a PC or smartphone.

Collaboration: For easy collaboration over long distances, give everyone in your company their own personal, secure audio conference bridge—connect with one person or dozens.

HD video calling at your fingertips: Enrich your communication with high-definition video calls and conferencing—click on the SCS softclient to transform a voice conversation into a high-quality voice and video interaction.

Instant Messaging: Use MyBuddy and IM Talk to easily transform an instant messaging conversation into a voice call or monitor and control your personal Meet Me conference bridge using an SCS phone, your PC or a smartphone (see example below).

Presence: Know who’s available at a glance—take advantage of built-in presence capabilities to see who’s working and how best to reach them (i.e., phone, email, instant message).



MyBuddy and IM Talk in Action

With SCS capabilities MyBuddy and IM Talk on her smartphone, Julia, a sales representative, uses IM to stay on top of communications while traveling:

8:00 am Waiting at the airport, Julia gets a text inquiry from a customer on her smartphone. To enlist help, she checks the presence status of her colleagues through IM. Jim is available, and Julia and Jim trade IMs. To establish a voice conversation with Jim, Julia types “@call”—SCS automatically calls Jim.

11:00 am During a pause between meetings, Julia types “missed” in her IM client. SCS replies with the list of missed calls indicating who called, when and their presence status.

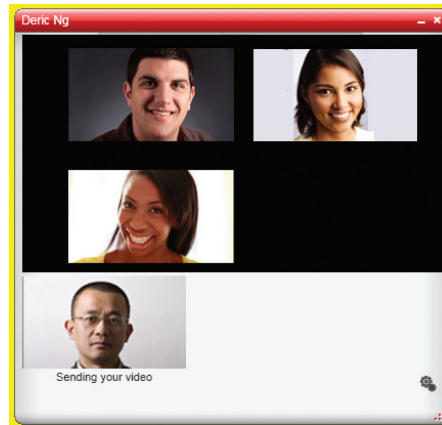
12:30 pm While eating lunch, Julia receives an IM notification of a voicemail. By typing “listen” and “pickup” in her IM client, she can listen to the voicemail.

4:00 pm Julia starts a conference call using her SCS Meet Me Conference bridge. Using IM on her smartphone, she sees who is joining the bridge and can fully control the conference through simple text commands such as “lock”, “mute” and “disconnect”.

AVAYA 3456 UC CLIENT

Manage all your communications from anywhere using the Avaya 3456 UC Client:

- Intuitive to use
- Provide rich communication experience—voice and video calls with up to 6-party conferencing, instant messaging and file transfer
- One click to record a call
- Control and advertise your presence status—see the presence status of your contacts



Grows as you grow

Avaya SCS can adapt and grow to keep pace with your changing business needs. Ideally suited for businesses with 50 to 250 employees, SCS can support up to 1000 users.

Easy installation and administration

Avaya SCS can be deployed on a variety of industry-leading hardware platforms, including servers from Avaya, Dell, HP and IBM. Basic installation is easy and quick. For ongoing administration, SCS provides an intuitive interface that allows users to do moves, adds and changes in-house. Adding a new user takes just a few minutes. Managing permissions is simple, thanks to a sophisticated subscriber management capability that allows you to put users/devices into groups and control access when required (e.g., disabling long-distance calls from lobby or lunchroom phones).

Lower your costs

Avaya SCS is designed to help small businesses save money. Here's how:

- **Calling costs:** Route mobile phone and long-distance calls through SCS and over broadband links. Businesses with multiple locations can virtually eliminate calling costs between them.
- **Ancillary costs:** Eliminate or reduce the expense of outsourced conferencing fees, teleworker costs (second line charges), real estate costs and legacy PBX maintenance costs.
- **Productivity improvements:** Highly mobile, highly collaborative employees can save time every day through SCS capabilities such as unified messaging, presence and IM, and single number reachability.
- **Administrative costs:** Moves, adds, and changes are easy and cost effective with SCS through the use of user and group profiles.

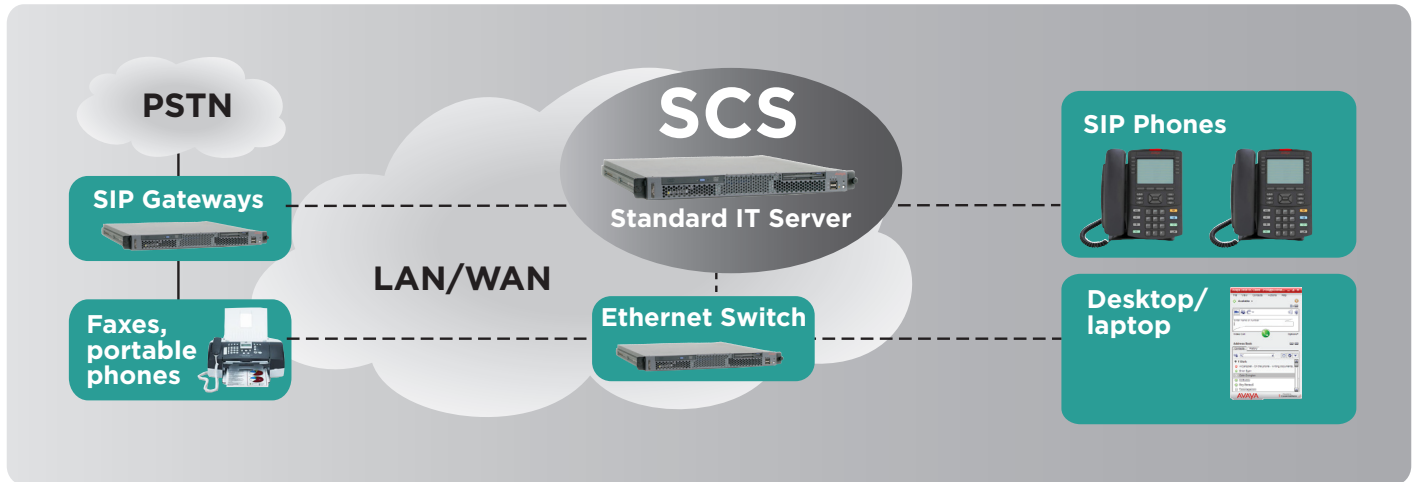
Interoperability with third-party solutions

Developed in close collaboration with the global open source community, SCS integrates contributions from end users, partners and developers through the OpenSCS community.

The open, SIP-based architecture gives businesses the freedom of choice. Rather than being locked into proprietary hardware and handsets, businesses can build custom communications solutions that address their specific business needs.

Through the open-source, SIP-based philosophy of SCS, third-party companies can pursue interoperability and compatibility designations, expanding the portfolio of complementary SCS solutions.

Put Together a Solution That's Right for You



SCS is included in the Avaya DevConnect Program, which provides developers from companies outside Avaya exclusive access to information, resources and services designed to enable the delivery and deployment of world-class, next-generation solutions that align and interoperate with SCS.

The SCS Developer Community is continuously expanding the range of solutions including hard and soft SIP user agents, gateways, IP consoles, desktop integration, and more.

For a complete listing of third-party products currently registered as interoperable or designated as compatible with Avaya SCS, visit www.avaya.com/devconnect.

Easy purchase

One license—big value—easy to buy, easy to understand—Avaya SCS provides a fully integrated set of communications features that are bundled and available for one single user fee. There are no additional license fees for features. This simplifies ordering and can dramatically improve total cost of ownership.

WE'LL HELP YOU GET THE CAPABILITIES YOU NEED

Your authorized Avaya Partner will work with you to tailor an Avaya SCS solution to meet your needs and budget. Learn more about what Avaya SCS can do for you at avaya.com/small

About Avaya

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, data solutions 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.

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INTELLIGENT COMMUNICATIONS

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