



***Applications &
Platforms...
the new ecosystem***

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Today's Session (1)

- How does the migration to a software-based market change the game plan for real-time unified communications?
 - If it's a software-based world, should we leave it to Microsoft, Oracle, IBM Lotus and just go home?
- Impact on:
 - PBX vendors
 - Independent software vendors
 - Independent collaboration vendors
 - System integrators

Today's Session (2)

- Is today's partner tomorrow's competitor?
- How are enterprises actually buying this stuff?

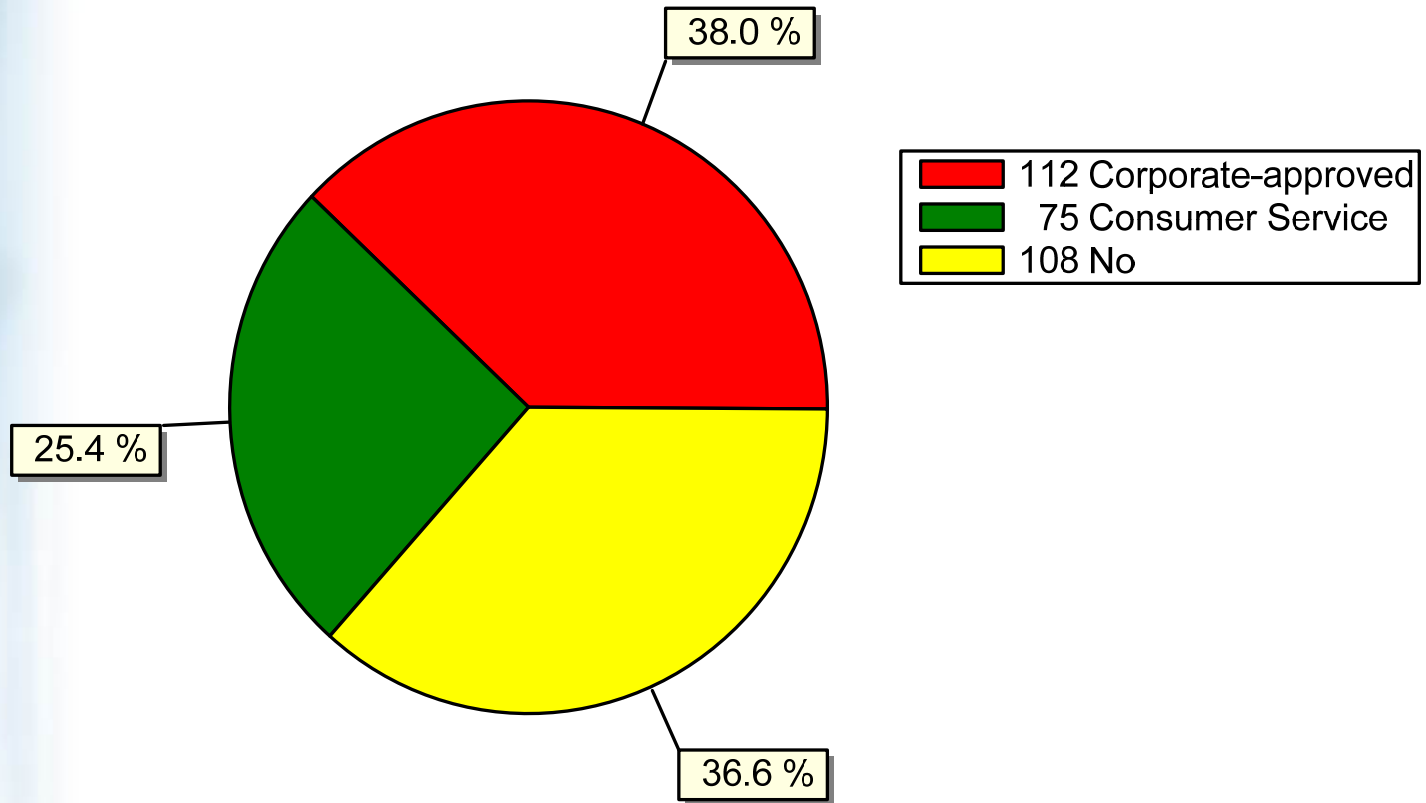
***Some 2006 Survey Results
from Wainhouse Research***

Instant messaging at work

Do you use an instant messaging and presence system or service at your workplace? (choose one)

- Yes, we use a corporate-approved enterprise IM system or service
- Yes, we informally use one of the consumer services (AOL, MSN, Yahoo, etc)
- No, we do not use IM at all

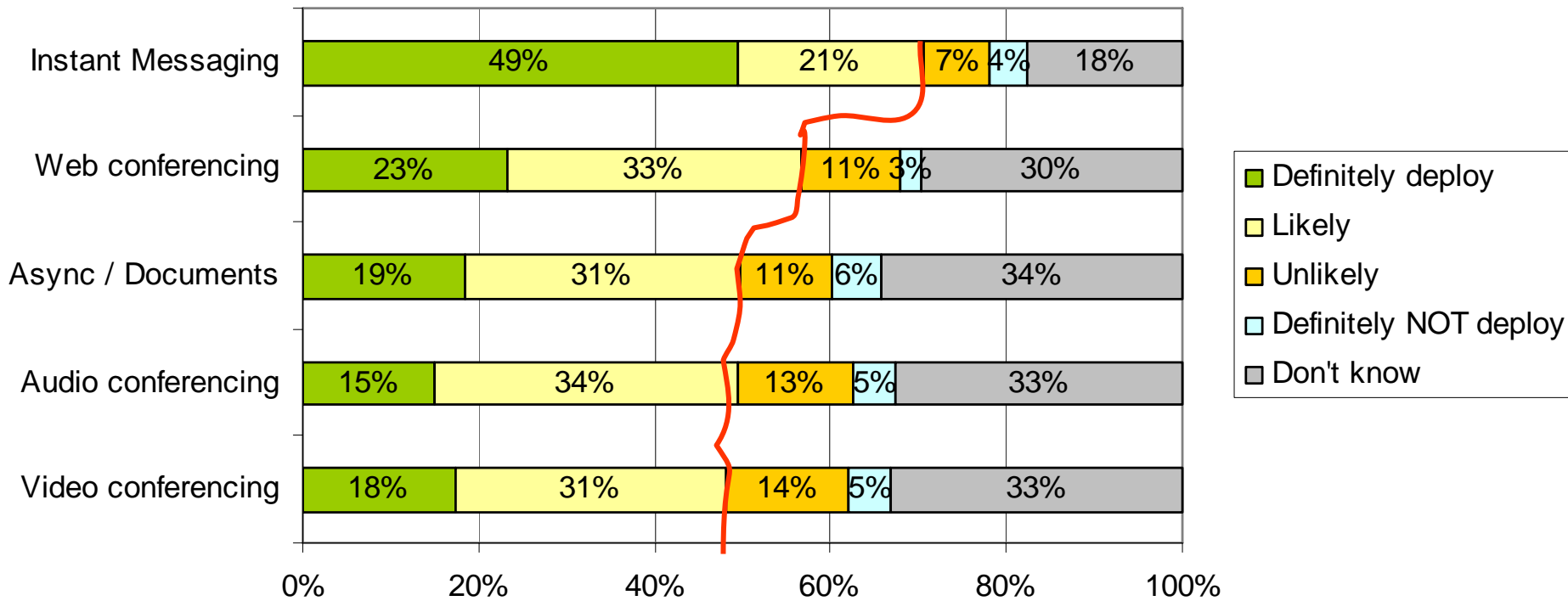
IM at work..... Evenly split



Presence server functionality interest

- **Instant messaging**
- **Web conferencing**
- **Enterprise telephony integration**
- **Integration with videoconferencing**
- **Integration with asynch collaboration tools**

App deployment plans

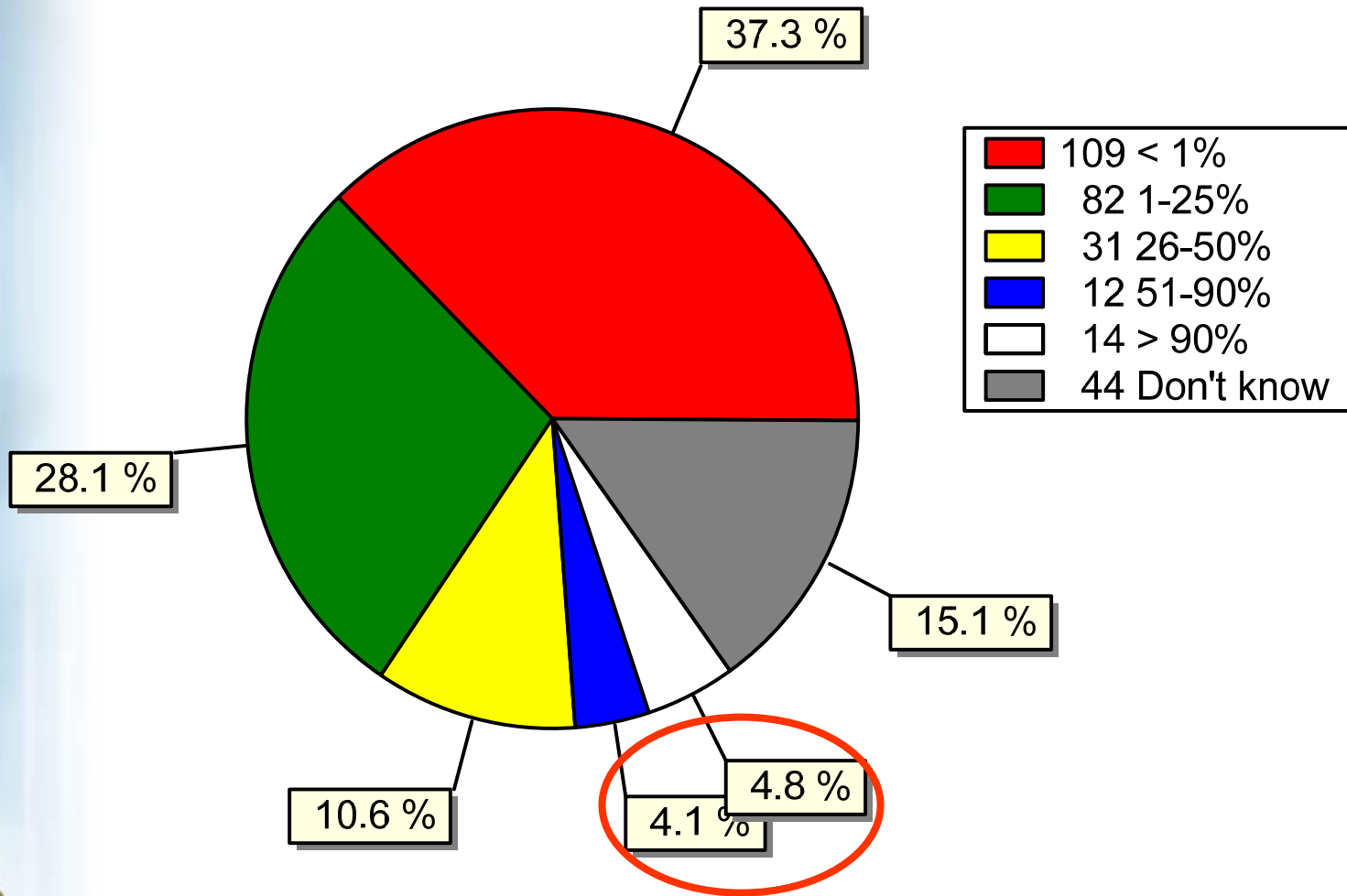


IP telephony depth of deployment

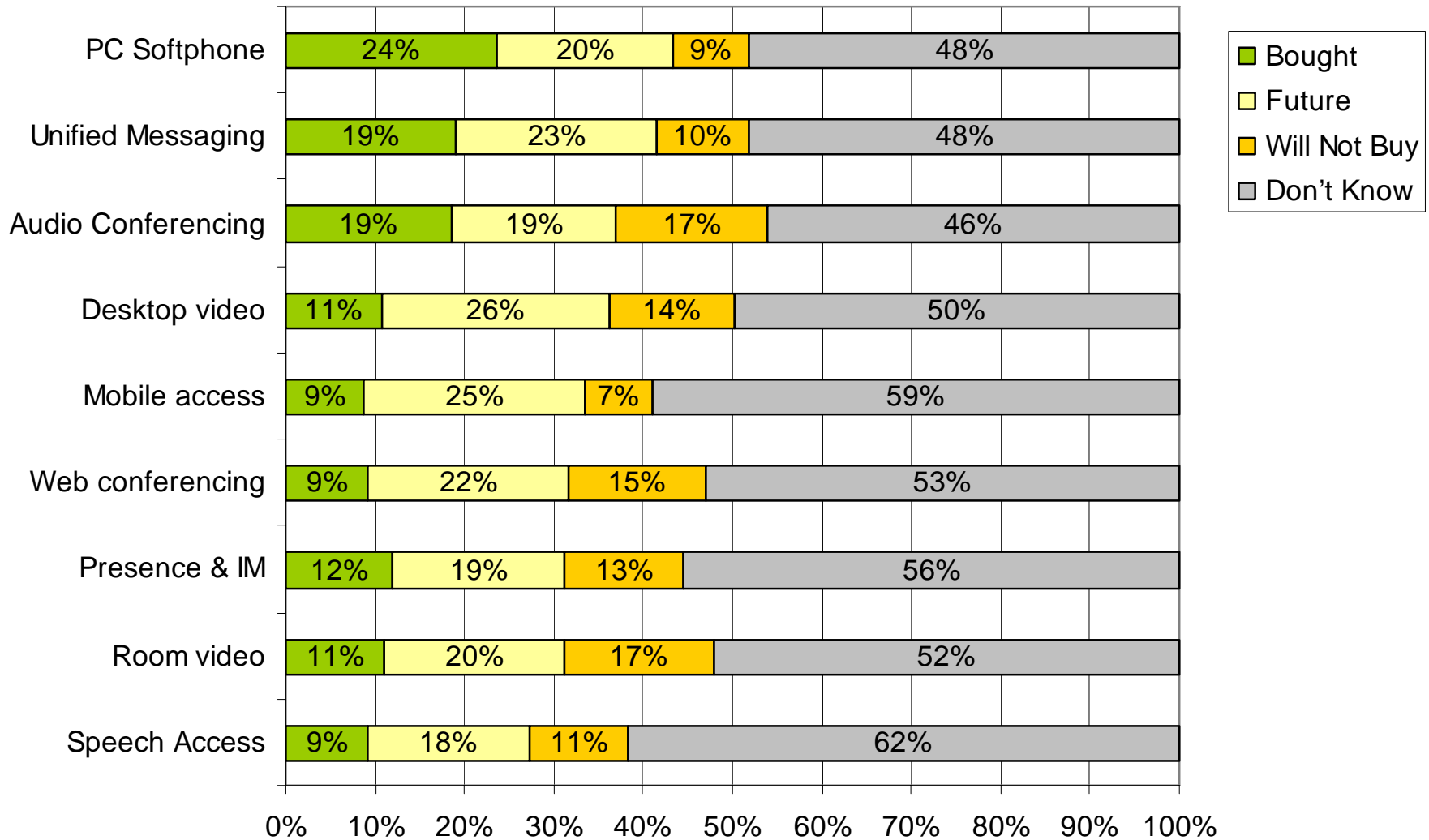
At my workplace, we have deployed IP telephony for

- less than 1% of the workforce
- 1- 25% of the workforce
- 26-50% of the workforce
- 50-90% the workforce
- more than 90% of the workforce
- don't know

IP telephony depth



With IP telephony, what else did you buy?

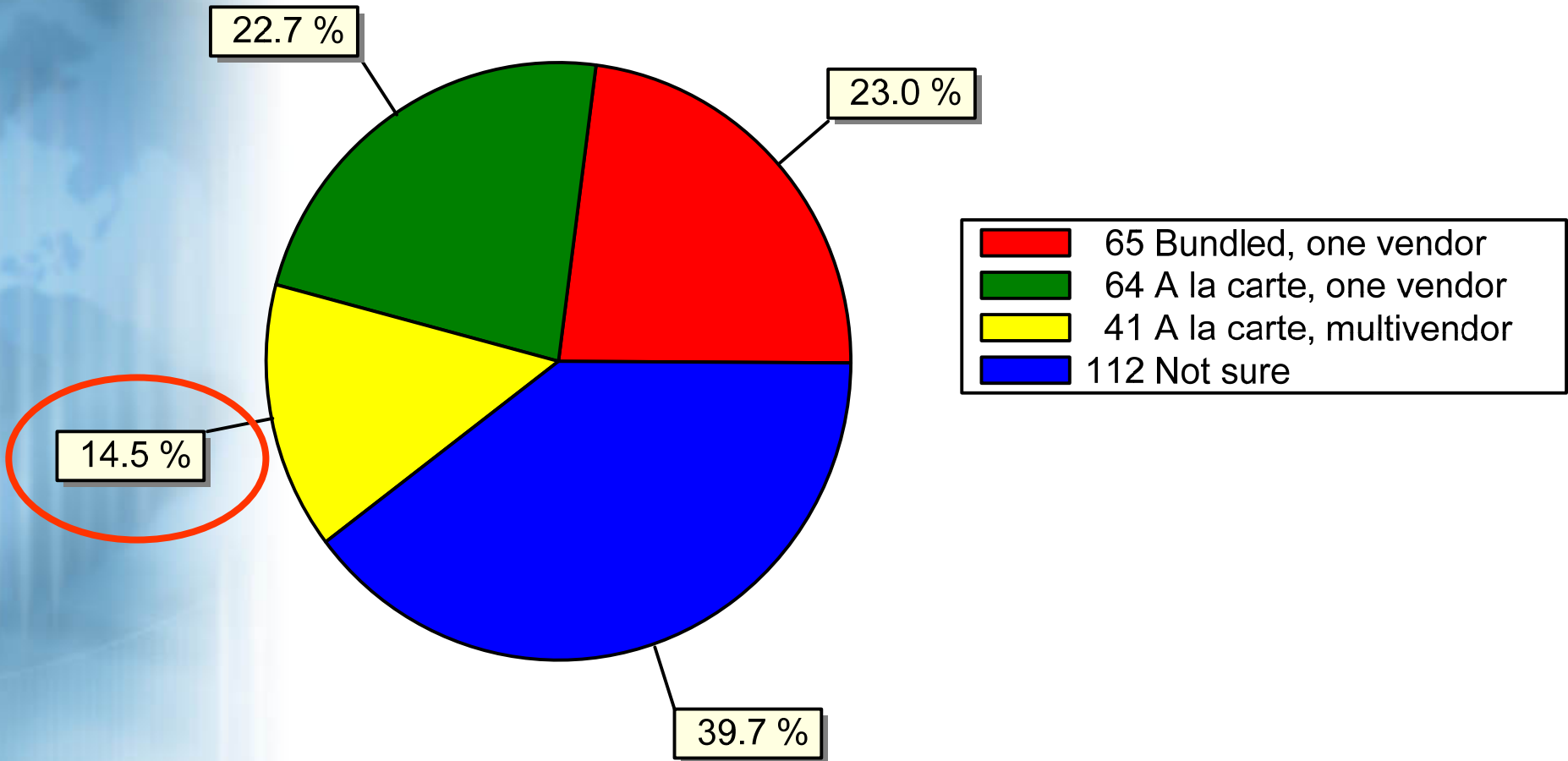


UC vs. IPT: Buying Preferences

How would you prefer to buy an IP communications system that has unified communications capabilities (PBX, presence, IM, audio conferencing, video telephony, unified messaging)?

- All capabilities bundled in a single package from the PBX vendor
- A la carte but from the same PBX vendor
- A la carte but from different vendors
- Not sure

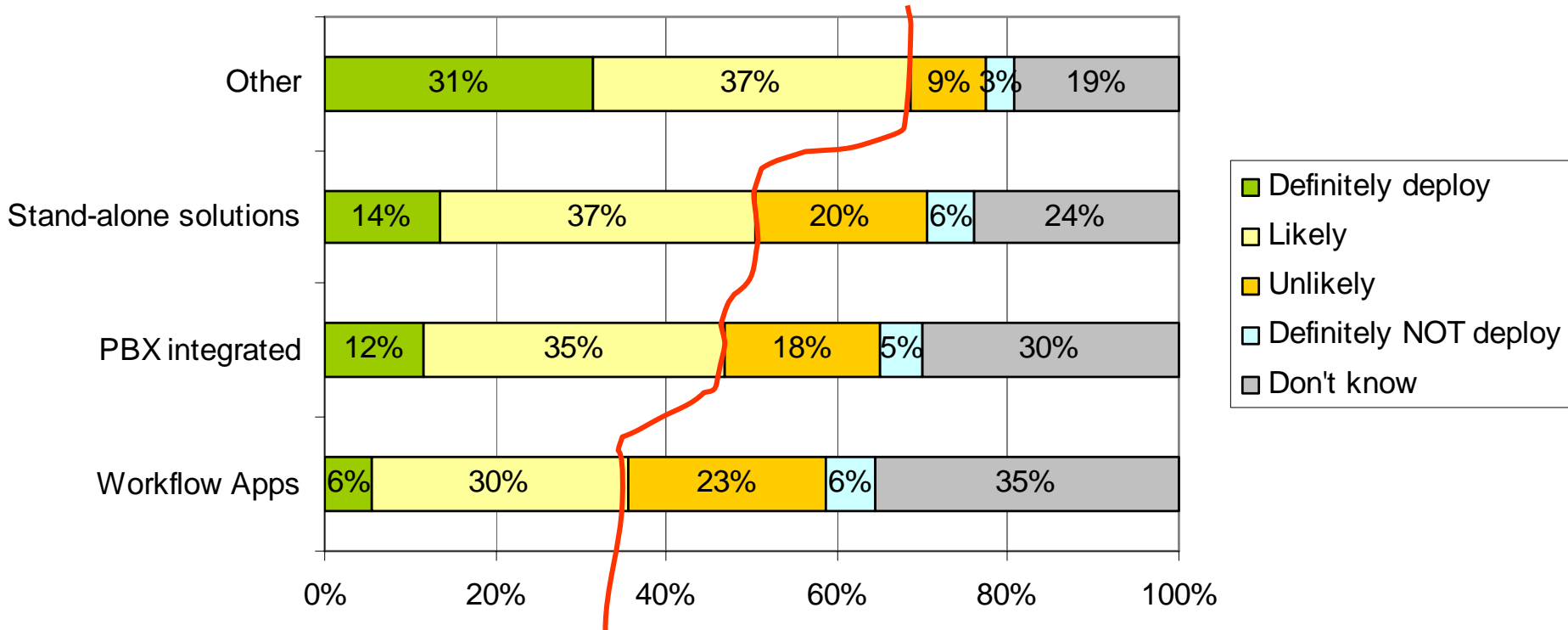
Buying Preferences



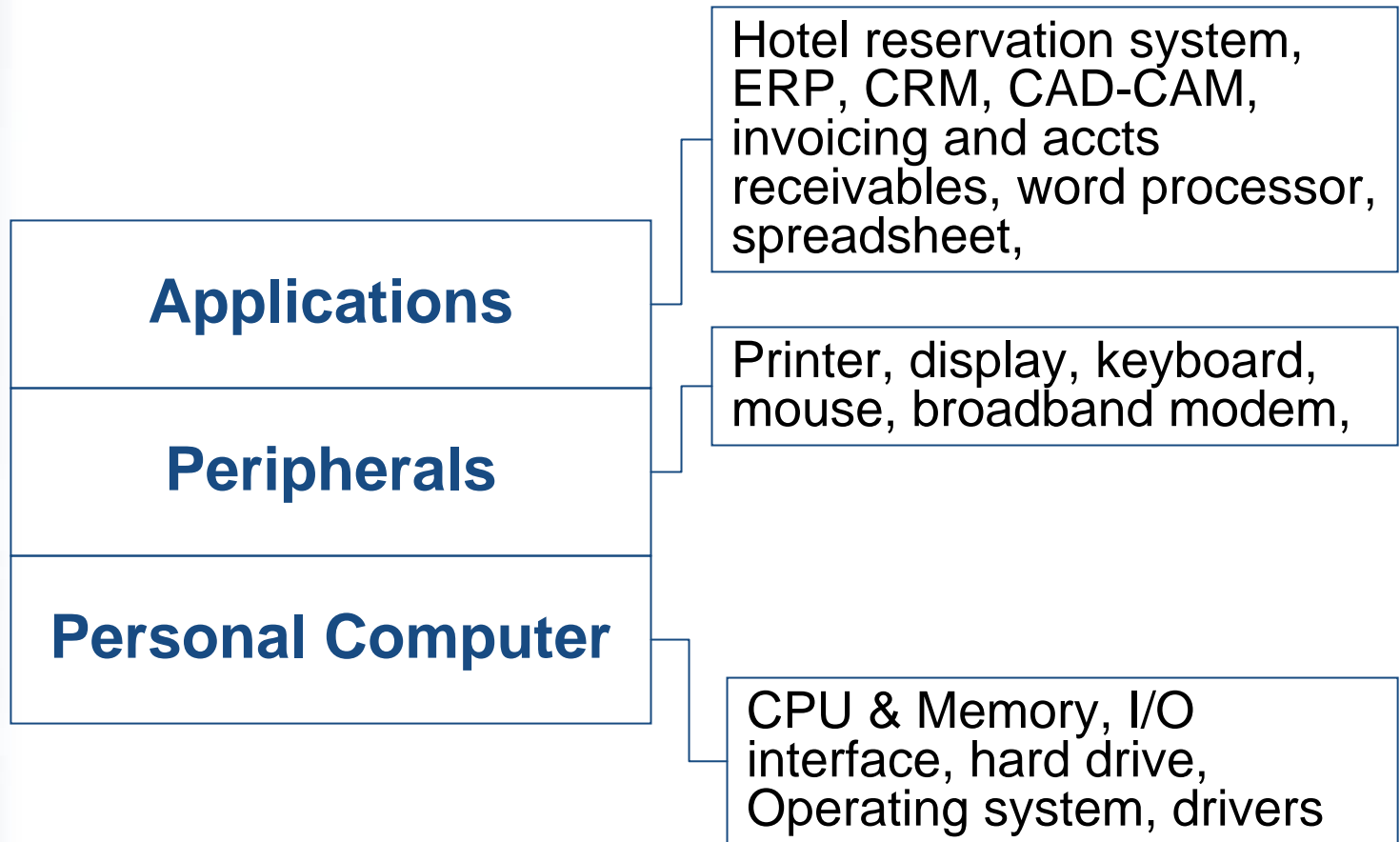
How will you deploy desktop conferencing and collaboration solutions?

- **Standalone systems (dashboards and portals)**
- **Integrated with the PBX**
- **Integrated with workflow software**
- **other**

Desktop deployments



PC Ecosystem



UC Ecosystem

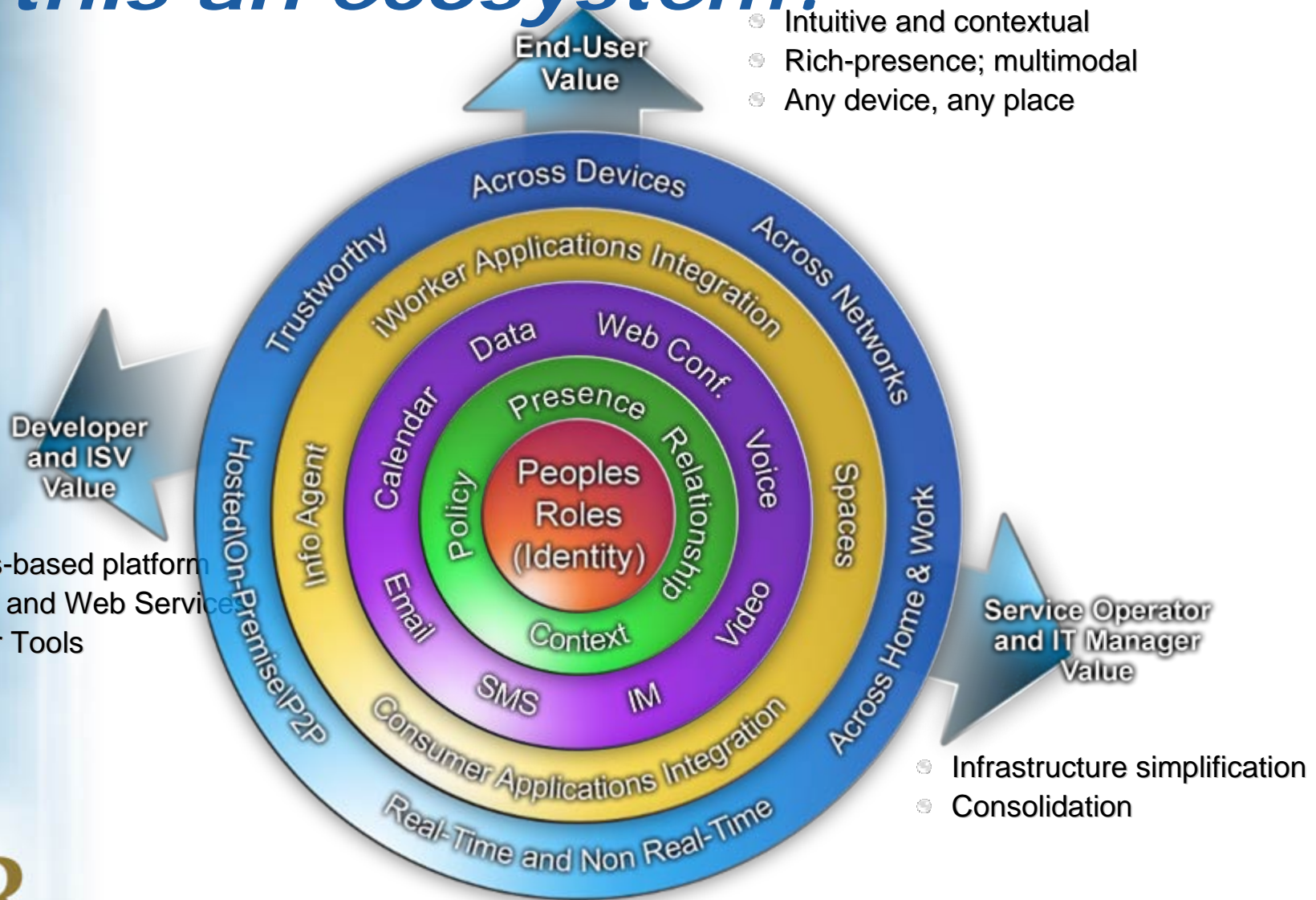


Nursing functions,
restaurant management,
emergency notifications,
security and control,
hospitality management,
location based information
management systems

Presence server, web
conferencing server, media
server, voice and video
bridge, IVR, voice mail,
video mail, team space
meeting rooms

Server software, softswitch
call control, telephony

Is this an ecosystem?



Is this an ecosystem?

Avaya Global Services

Unified Access

Smart Devices

User Agents

Business Applications

Avaya MultiVantage™ Communications Applications

Telephony

Contact Center

Messaging

Unified Communication

Communication Services

Converged Infrastructure

Servers

Gateways

Network Infrastructure

Application Development

System & Network Management

Security & Business Continuity Services

Convergence Services

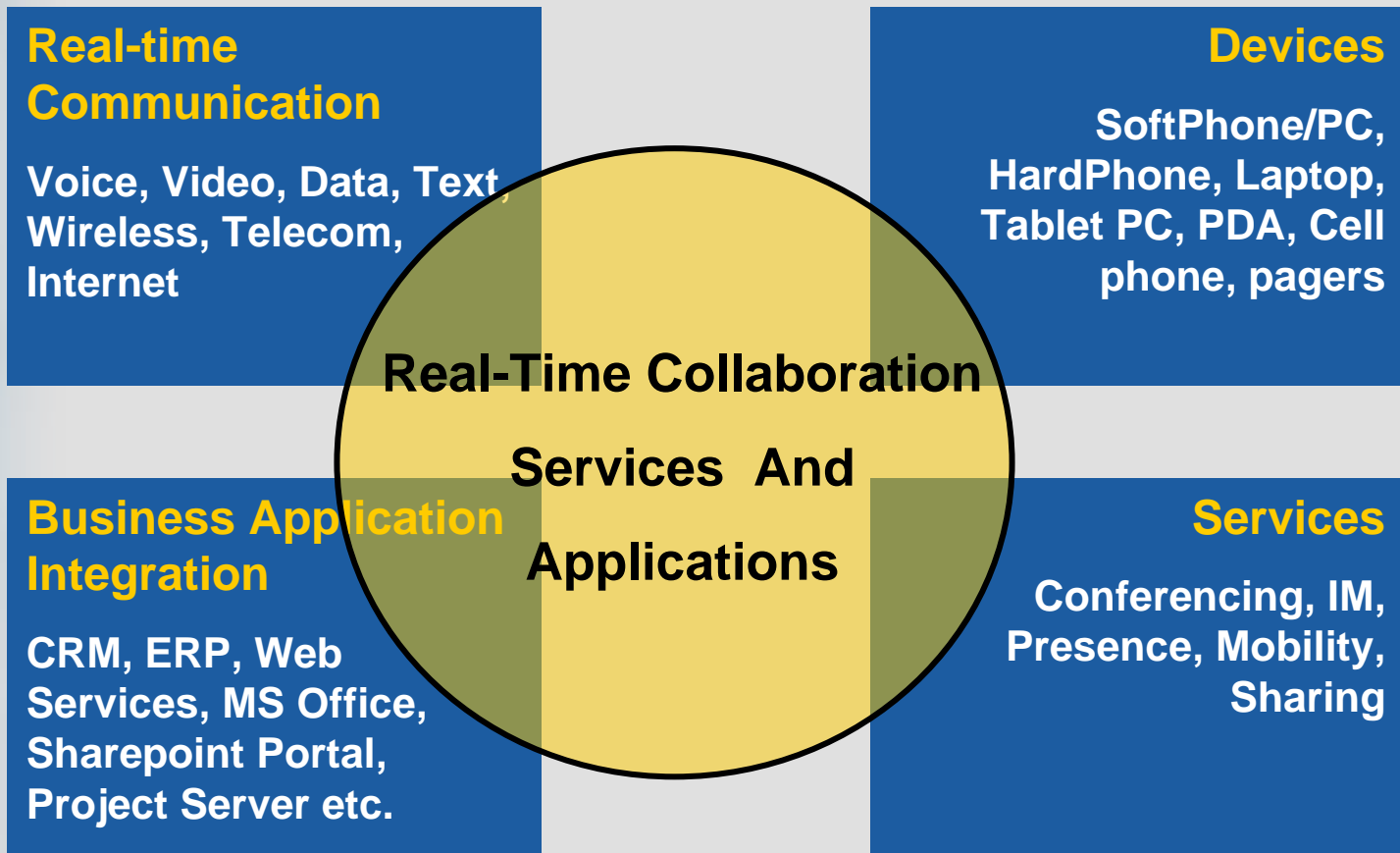
Network & Applications Consulting Services

Implementation & Integration Services

Maintenance Services

Managed Services

Is this an ecosystem?



On with the show...

- How does migration to SW change the rules of the game?
- What is impact on vendors and channel partners?
- Is there an ecosystem?
 - Environment with hunters and prey?
- How are enterprises actually purchasing this stuff?