



Delivering Intelligent Communications
SOA and IP Telephony

VoiceCon
FALL 2006
The Forum for Business IP Telephony

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IP Telephony

Contact Centers

Mobility

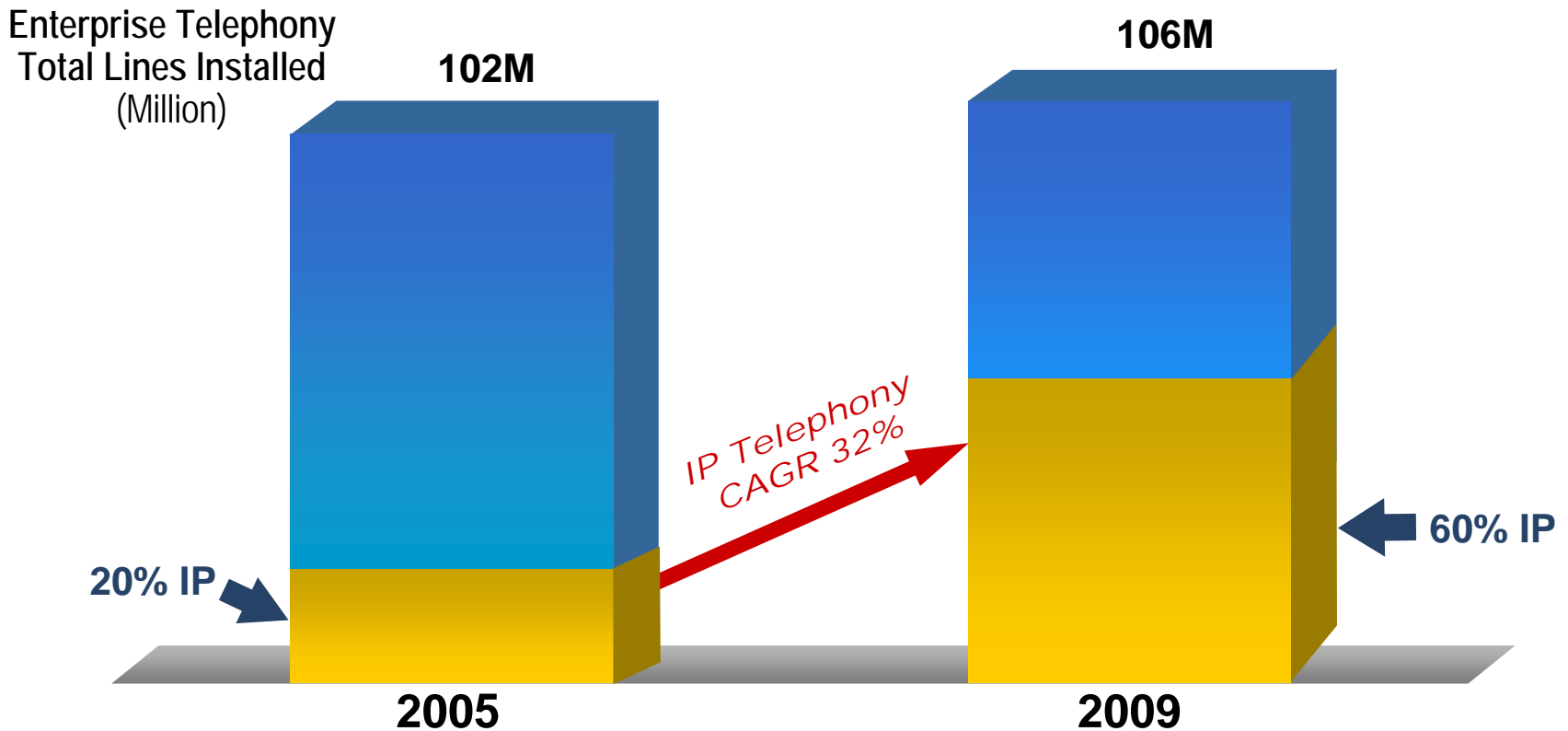
Services

Defining SOA

- **Service Oriented Architecture:** Defines an IT methodology and infrastructure to allow different applications to exchange data and participate in business processes
 - Business services are the key organizing principle
 - Focuses on developing reusable library of services and a deployment infrastructure on which new applications can be built quickly and easily using these services as building blocks
- **Web Services:** Break down enterprise applications into reusable service components with standards-based “services” interfaces
 - Standards include: XML, SOAP, HTTP, WSDL, UDDI, WS-BPEL, ...
- **Business Process:** Set of procedures embedded into the horizontal fabric of a business: e.g. how to buy, how to sell, how to ship, how to hire, how to administer, who to consult if things go wrong, ...
- **Communications-enabled Business Process:** The ability to respond to key events by re-inserting human intervention and collaboration into an automated SOA architecture

Where are We Today?

U.S. Enterprise Telephony Installed Base



Source: Avaya analysis based on industry analyst reports
Global view: 14% to 49% resulting in 457M lines in 2007

What drives this growth? Business Value.

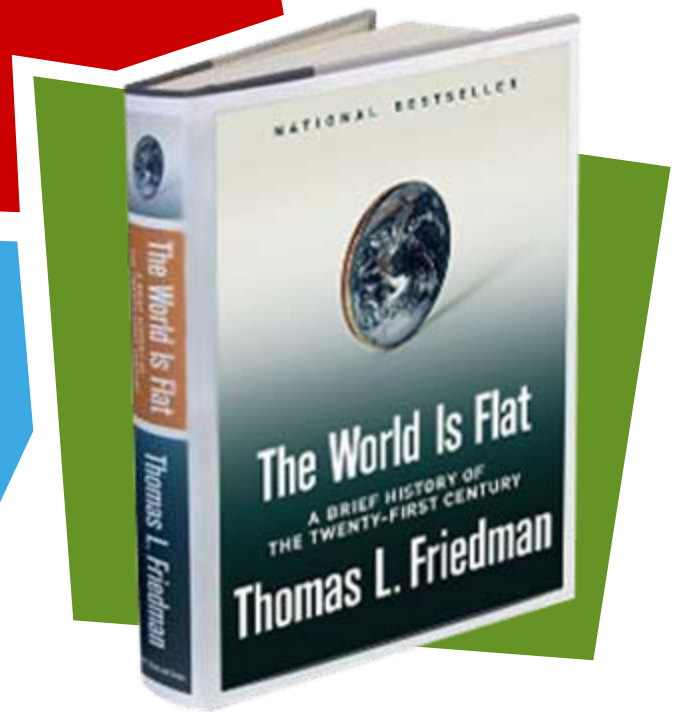
The Power of Possibility

“Introducing new technology alone is never enough. The big spurts in productivity come when a new technology is combined with new ways of doing business.”

— Thomas Friedman
The World Is Flat

“Intelligent communications makes new ways of doing business possible, by expanding the productivity of workers and reducing latency in processes that impact their customers.”

— Don Peterson,
CEO, Avaya



Market Convergence



Contact Centers



Collaboration



Email



**Unified
Communication**



Conferencing



SMS



Telephony



**Mobility &
Softphone**



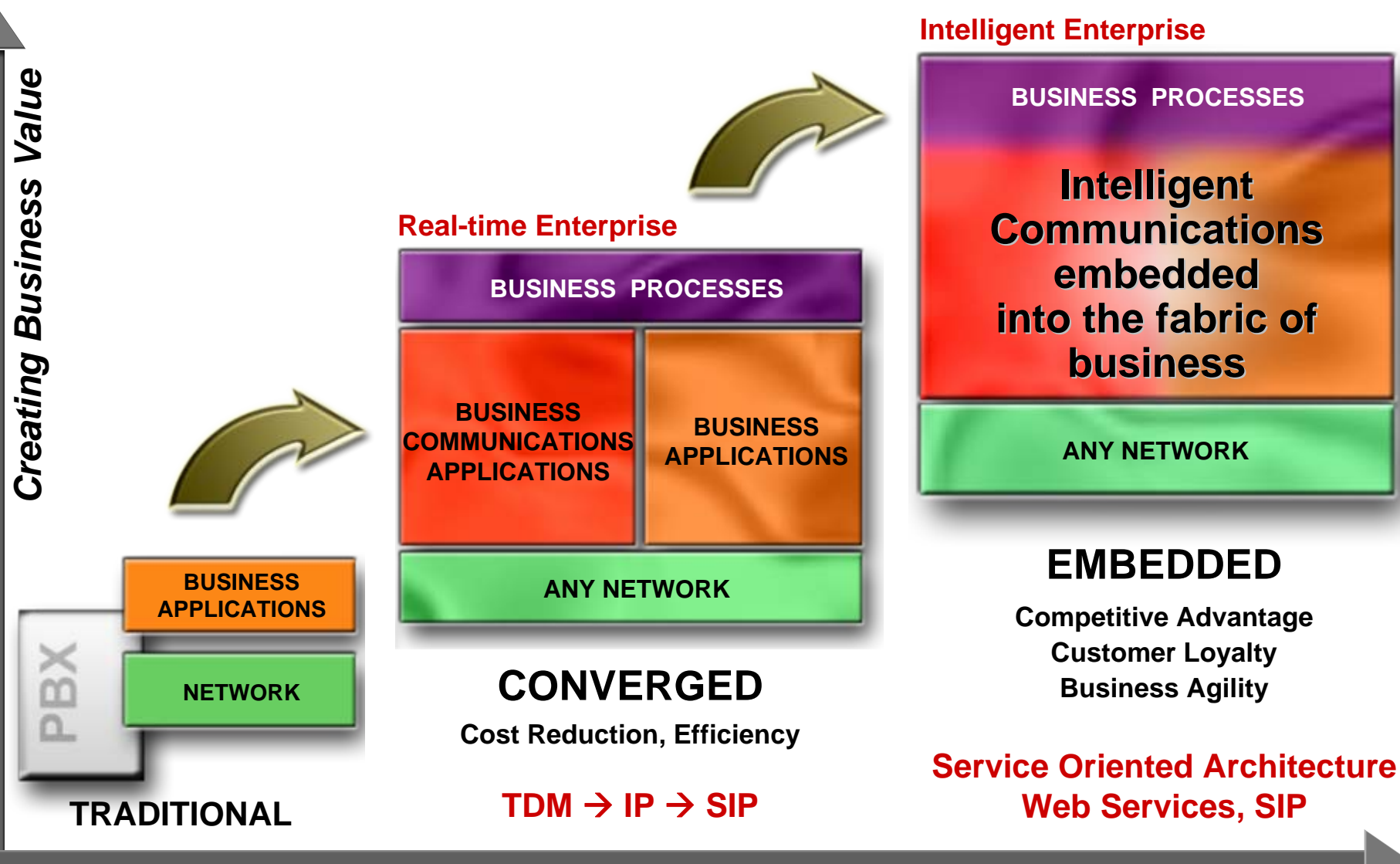
**Instant
Messaging**



Voice Messaging

The Path to Intelligent Communications

From infrastructure to competitive advantage



Processes Involve People!

Scenario from Insurance Industry



3 Call redirected to contact center providing immediate assistance

Message for agent accessed through speech while mobile

4



2 Reinforce brand: consistent global call treatment

2 hour settlement
(vs. industry 5+ days)
Increased retention
Increased referrals
Lower cost per customer

Collaboration with expert at home

5



1 Customer calls branch office, agent not available



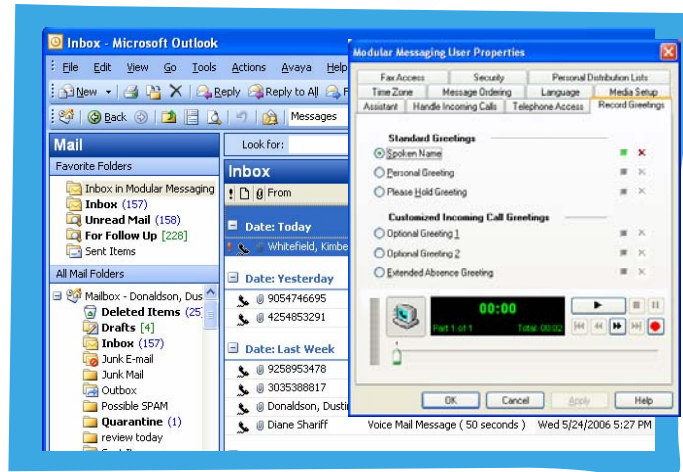
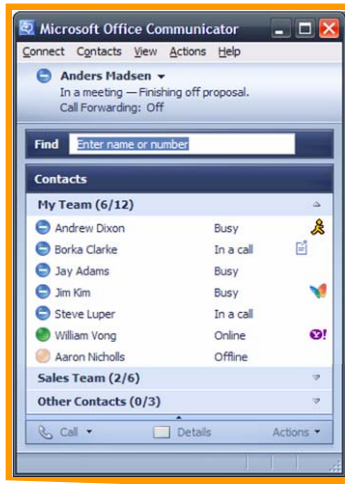
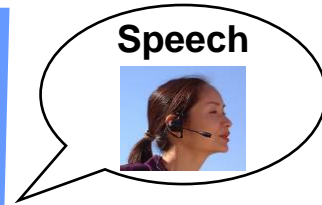
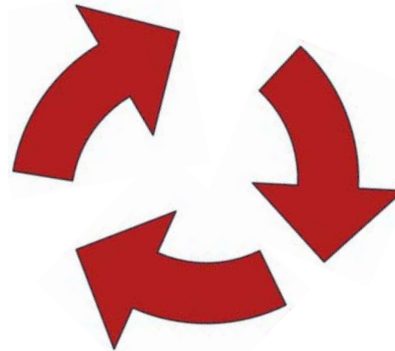
Customer claim resolved; results evaluated real-time

6

Claim Process Reduced from 5 Days to 2 Hours

Unified Communication Applications

Enabling mobility and productivity for people within processes



Communications-enabled Business Processes

Appliance Desktop



Click-to-Conference

Conference on Demand

Click to Dial Options

- Next Call Scheduled
- From Call Logs
- From Directory
- From People Finder

Business Application

Business Application

Conference on Demand

Business Process Flow



Communication Services

Conference on Demand

Escalate

Resident Expert

Contact

Event Processing

Logging

Alert

Notification

Presence

Telephony

etc

?

Processes Involve People + Automation!

Scenario from Banking Industry

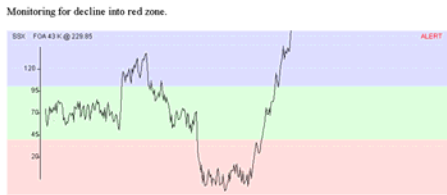
3 Extension to Cellular finds her on her mobile phone



4 Collaboration with global team via integrated conferencing



2 System looks up data to notify the Lead Investment Banker



Real Time monitoring
Automatic triggering of communications
Extensible Service-oriented Architecture

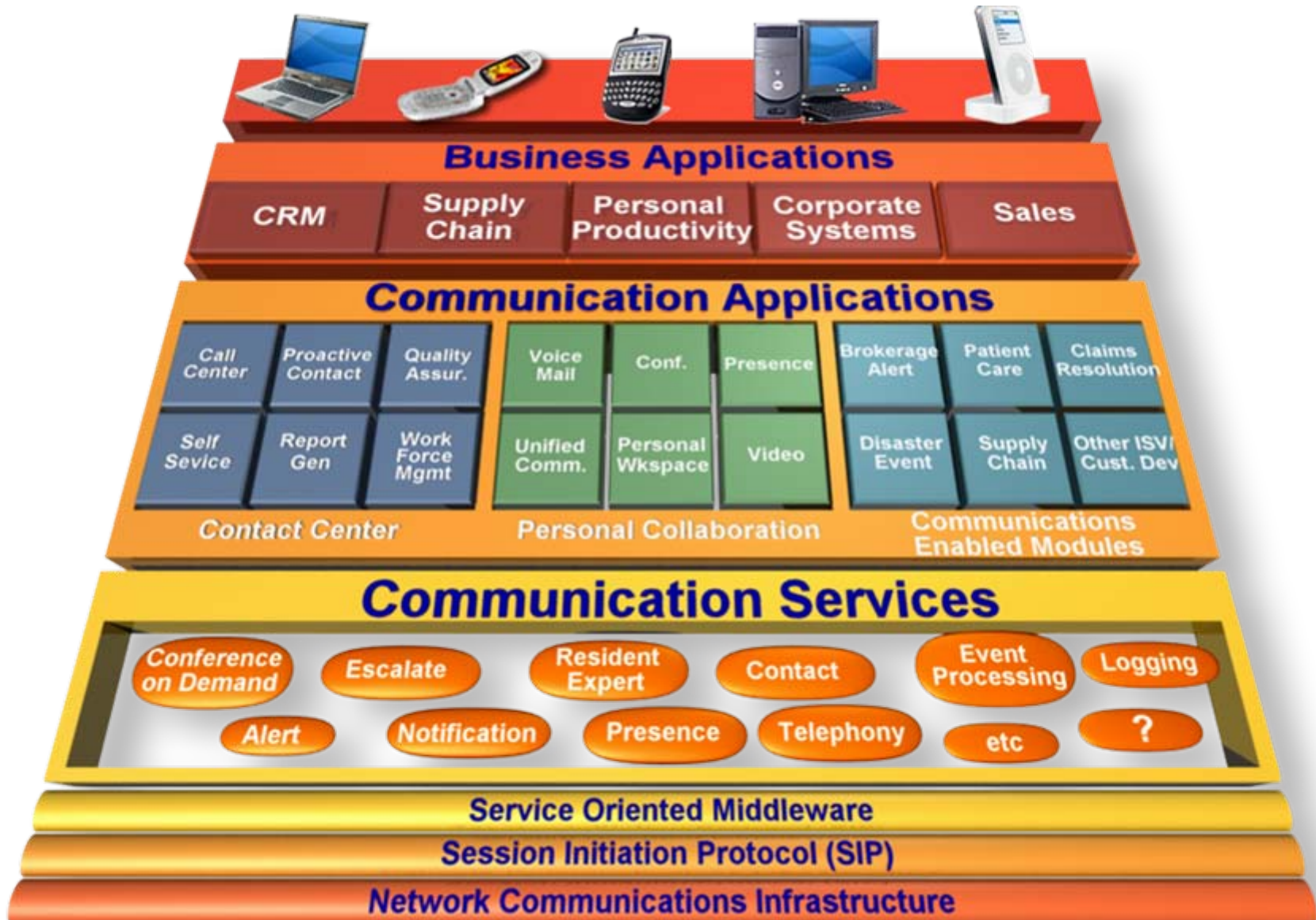
5 Lead Investment Banker places call to inform her major clients



1 Intelligent stock monitoring receives notification trigger on stock prices

Customer value delivered in minutes

Service-oriented Communications Architecture



SOA and Intelligent Communications ... what's possible

- Distributed, secure, highly available **communications** foundation, accessible to many users and locations, enabling highly **mobile** working patterns
- Automatically **integrating people and processes**
- Connecting to **business applications and workflows** within an open IT-centric Service-oriented Architecture
- Allowing more **flexible, faster and cheaper** IT development and change
- Driving quicker decision making, business agility and **competitive advantage**

