



Powerful STRATEGIES for driving great RESULTS

Streamlining Applications with a Reduced Server Footprint

The Big Story:

Optimization and consolidation strategies will deliver annual savings of over \$10M, plus greater speed, agility, and ease of management

The Avaya Solution:

- Aura™ Session Manager consolidation of unified communication applications

Scenario

Avaya has undertaken an initiative to reduce costs and improve network performance. The specific goals are to reduce the hardware footprint, which lowers cost and complexity; to improve the ability to rapidly implement business strategies; and to provide a common set of unified communication capabilities for more than 15,000 employees worldwide.

With Avaya Aura™ the IT organization benefits from a single control point to eliminate complexity and streamline system level management. The solution includes an enterprise dial plan, SIP routing, trunk aggregation, hop-on/hop-off strategies, and an overall consolidation of hardware. Smart routing provides continuous monitoring and dynamic changes to reduce costs and ensure business agility.

Payback Results and Other Benefits

- The network optimization projects are on track to deliver consolidated savings of over \$10M per year.

Annual breakout:

Over \$2M savings from network optimization and call routing strategies¹; \$2M savings on hardware costs primarily due to Avaya Aura™ Session Manager consolidation of unified communication applications; and \$6M savings from the elimination of external audio conferencing fees.

- The solution delivers a 50% reduction in the hardware footprint—resulting in power/cooling/space savings of \$1,200 per server, per year, and associated “green” benefits.
- IT management is streamlined significantly.
- The company can implement business strategies and deploy unified communications and media applications with greater speed and agility.

¹ Call routing strategies include:

- on-net routing for Avaya to Avaya long distance calls
- tail-end hop-off for international long distance calls
- near-end hop-on for international wireless calls
- PSTN trunk aggregation using SIP routing at data centers
- direct trunking to mobile carriers with SIP routing
- bypassing Avaya internet/WAN/LAN for VO to VO calls with SIP “endpoint registration”

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