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CSG Global Consulting

# **AVAYA BREEZE® PLATFORM OVERVIEW**



**LET'S TAKE A LOOK  
AT THE BUSINESS**





# TODAY CUSTOMERS ARE CONNECTED



# DIGITAL TRANSFORMATION DRIVES THE NEED TO PREDICT & RESPOND TO CONSUMER BEHAVIOR



## Consumers

Demand a more secure multi-touch experience across all channels

- Preferred Devices
- Any channel
- Any touchpoint
- Multi-modal

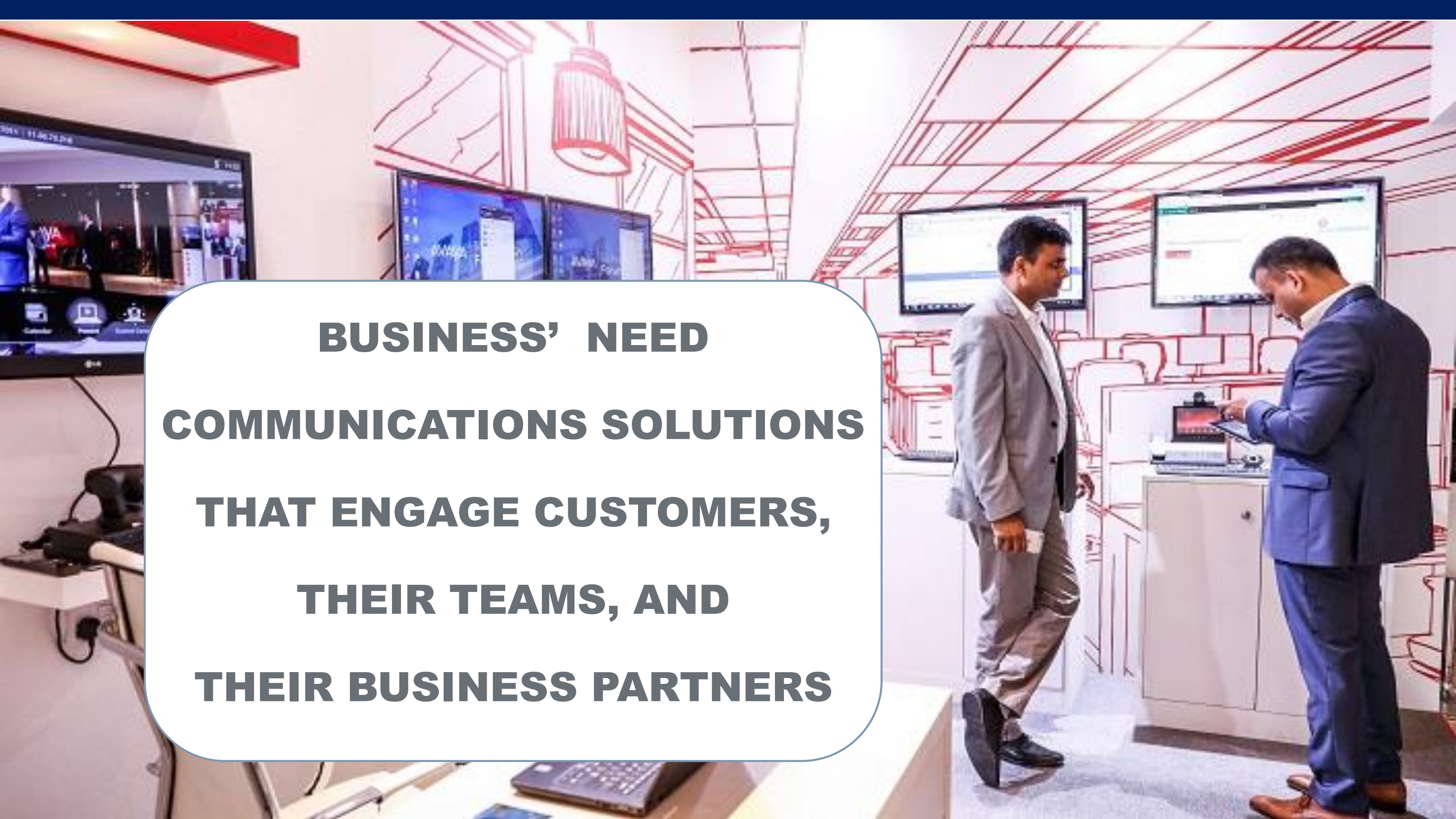
- Personalized experience
- Context-aware
- Based on analytics
- Operational excellence



## Companies

Need to understand, predict and respond to new digital consumer behaviors





**BUSINESS' NEED  
COMMUNICATIONS SOLUTIONS  
THAT ENGAGE CUSTOMERS,  
THEIR TEAMS, AND  
THEIR BUSINESS PARTNERS**

# CHALLENGES AND SYMPTOMS

- ▶ Too much data, with limited ability to action
- ▶ Slow responsiveness to business needs
- ▶ Blurring lines between “UC” and “CC”
- ▶ Excessive cost and complexity

Bringing data and communications together is complex, “one-off” and time consuming

Communications Apps don't integrate with existing investments or processes

Employees are unable to take full advantage of their mobile and tablet devices

Enterprises cannot leverage intersecting social, business, and mobile technology with customer engagement





# A SOLUTION AND BENEFITS

- ▶ Avaya Breeze brings simplified and rapid communications apps development and delivery to any device on an enterprise wide platform

Enterprises are more responsive to customer and market needs

Applications leverage, rather than replace, existing investments and processes

Users can leverage their communications device of choice

Social, mobile and cloud applications can be efficiently extended into the enterprise



# TRANSFORMING THE WAY WE WORK AND INTERACT

## Avaya Breeze

Application platform that:

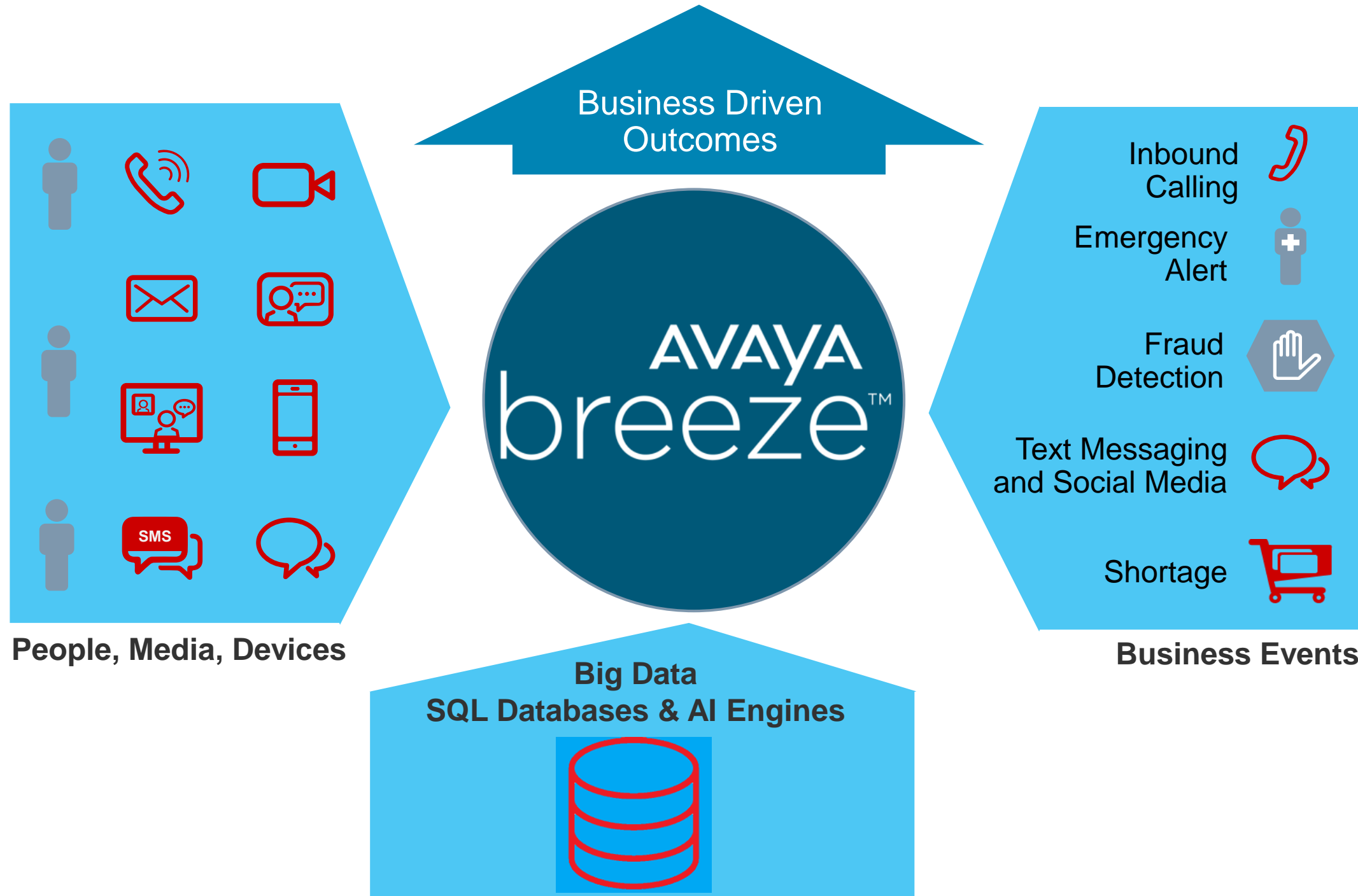
- ▶ Unites Customer Experience Management and Unified Communications to create enterprise-wide solutions
- ▶ Integrates communication / collaboration into any app or sequence of apps
- ▶ Makes vertical apps quick and easy to develop and deploy
- ▶ Provides enterprise grade foundation
- ▶ Allows developers to focus on business challenges vs. deep telephony / protocol knowledge
- ▶ Speeds pace of business regardless of location
- ▶ Integrated part of the Avaya Aura® Platform





# WHAT IS AVAYA BREEZE?

Application platform for building real-time communications applications



Orchestrate interactions between people, media, and devices with read, write access to big data, event triggers and workflows.

Combine with AI engines, IoT devices and host other key business interactions to build powerful Business Outcomes that Drive your business success.

# WHAT IS THE AVAYA BREEZE® PLATFORM PLATFORM FOR RAPID INNOVATION

- ▶ An application creation and execution environment that will allow you to:
  - Bring new features, applications and services to market faster at lower cost
  - Create rich, contextual applications all with a few lines of code or a workflow
  - Simplify development and delivery of many real-time communications applications
  - Provides a highly available, scalable and secure virtualized platform as your application creation and execution environment



The background features a light gray grid pattern. Overlaid on this are several faint, white icons: a large gear on the left, a smaller gear at the bottom right, a percentage sign, a DNA double helix, a location pin, a star, and a male symbol. The text is centered and reads:

# **AVAYA BREEZE**

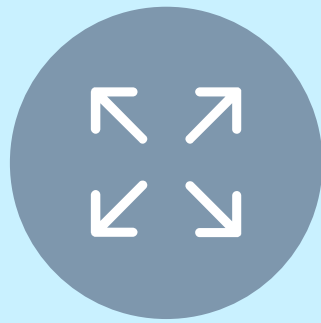
# **THE TECHNICAL**

# **REVIEW**

# SINGLE COMMON APPLICATION PLATFORM

Simple, Consistent, Easy

Scalability



35,000  
Users

Security



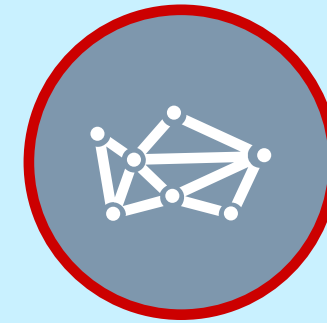
Highly  
Secure

Virtualization



VMWare

Reliability



N+1 Geo-  
Redundant

Manageability



Dynamic  
Application  
and User  
Provisioning

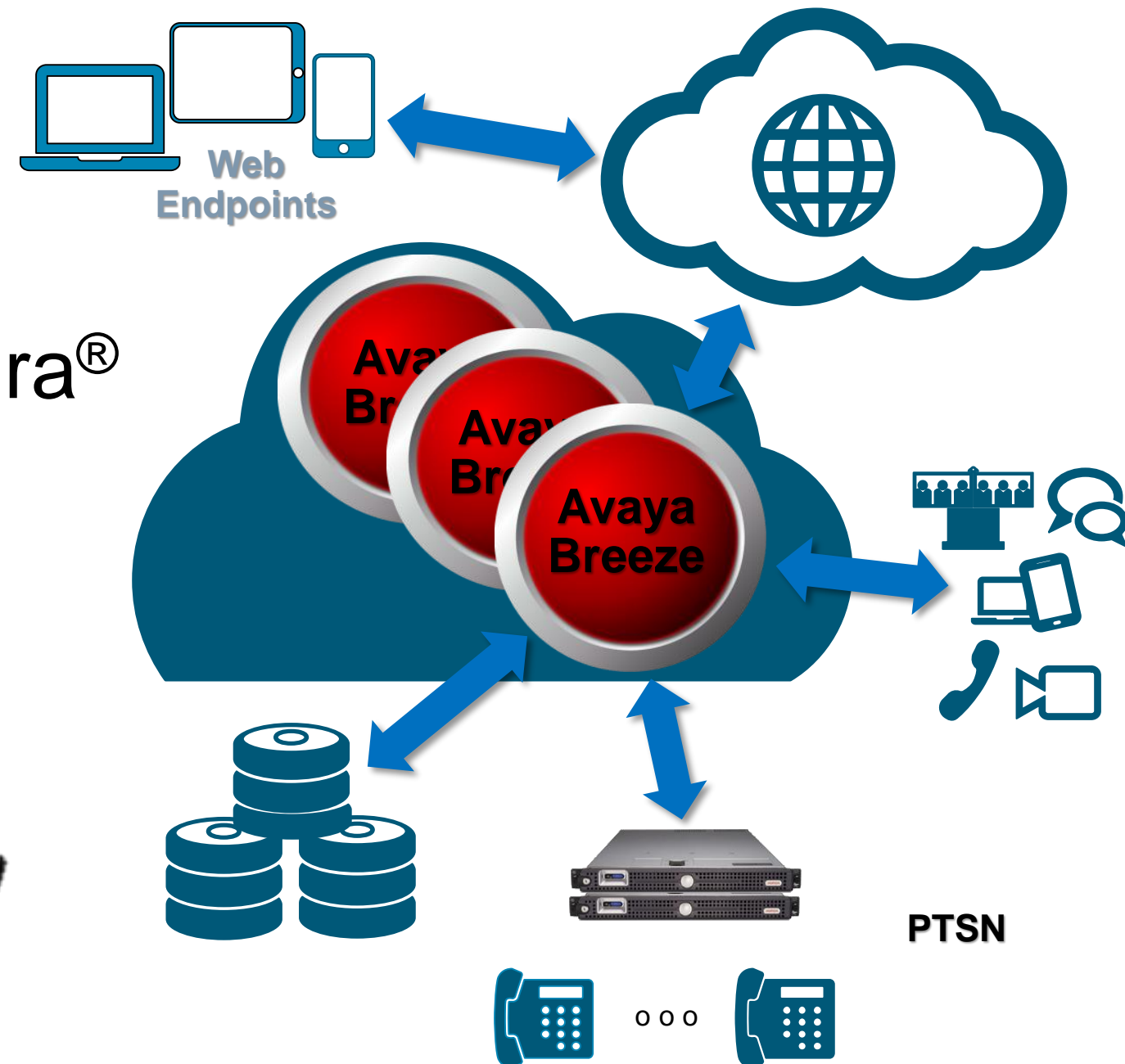
Multi-modal: Voice, Video, Email and SMS



# PILLARS OF AVAYA BREEZE® PLATFORM

Web Connection  
Big Data Access  
Real Time Communications  
Tight Integration w/ Avaya Aura®  
Active-Active Scalability  
Easy Lab Creation!

*Agile “Clean, Build, Deploy,  
Test”*



# KEY CAPABILITIES

Build or embed **real-time communications** into any application or process

**Snap-ins** simplify access to advanced capabilities, save time, promote reuse across multiple apps

**Developer sandbox & graphical design tools** reduce learning curve, speed development

Familiar **Java and REST APIs and SDKs**, detailed telephony know how not required!

Use a **common set of methods** to invoke voice, video, SMS text, email, presence services

Deploy applications with **built-in security, reliability, scalability**



# AVAYA BREEZE PLATFORM

## Key Capabilities

### Tailor Collaboration for Any Role, Task or Vertical

- ▶ Embed **multi-channel collaboration** into any application or sequence of applications
- ▶ Deploy collaboration feature sets with **built-in security, reliability and scalability**

### Turn Discrete Applications and Services into Compelling Solutions

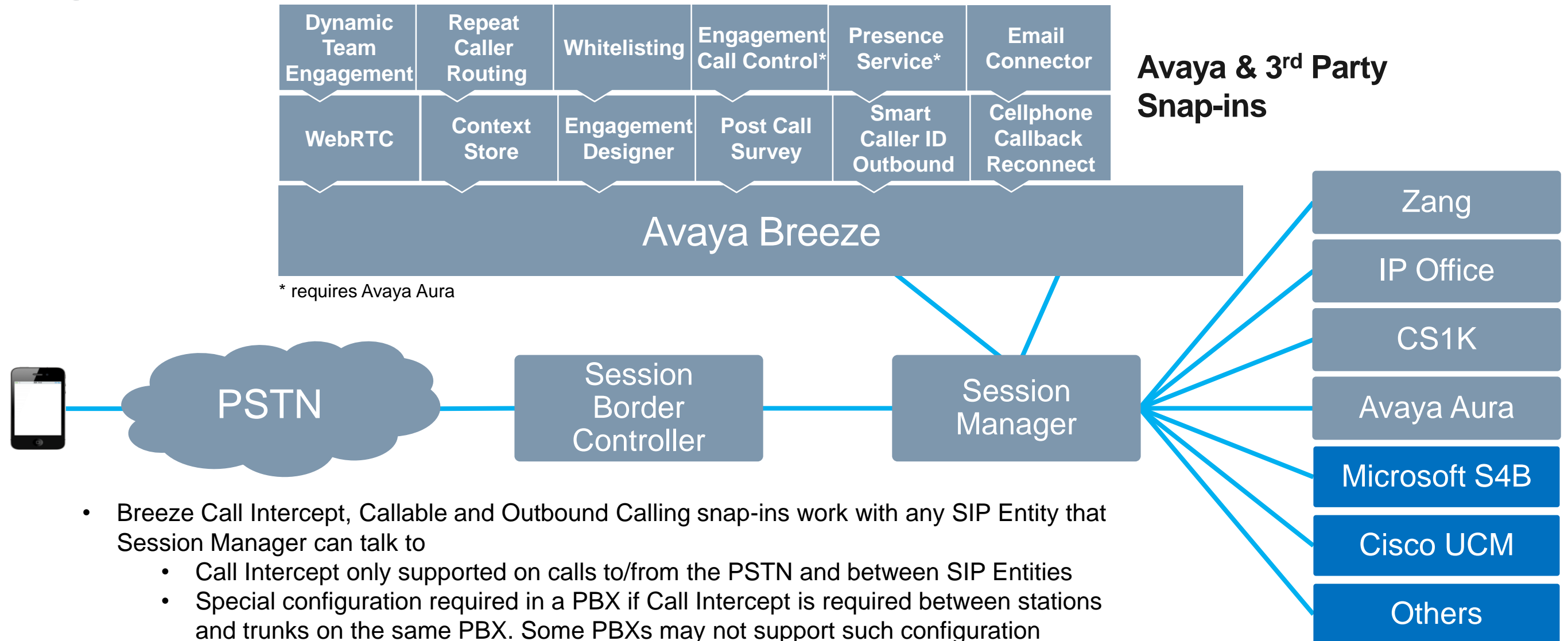
- ▶ **Snap-in approach** makes capabilities extensible across a diverse array of applications
- ▶ Invoke services using a **common set of methods** for voice, video, SMS/text and email

### Transform Developer Experience

- ▶ **Single SDK** with familiar interfaces that do not require detailed knowledge of telephony or protocols
- ▶ **Sample applications and code** speeds time to deployment

One Platform for Customer Contact and Unified Communications

# ALL CALLS THAT TRAVERSE SESSION MANAGER CAN BE INTERCEPTED BY AVAYA BREEZE REGARDLESS OF BACKEND PBX



- Breeze Call Intercept, Callable and Outbound Calling snap-ins work with any SIP Entity that Session Manager can talk to
  - Call Intercept only supported on calls to/from the PSTN and between SIP Entities
  - Special configuration required in a PBX if Call Intercept is required between stations and trunks on the same PBX. Some PBXs may not support such configuration
- Session Manager has existing adaptation modules for most popular PBX types
- Breeze is supported with most popular PBXs

# AVAYA SNAP-INS.

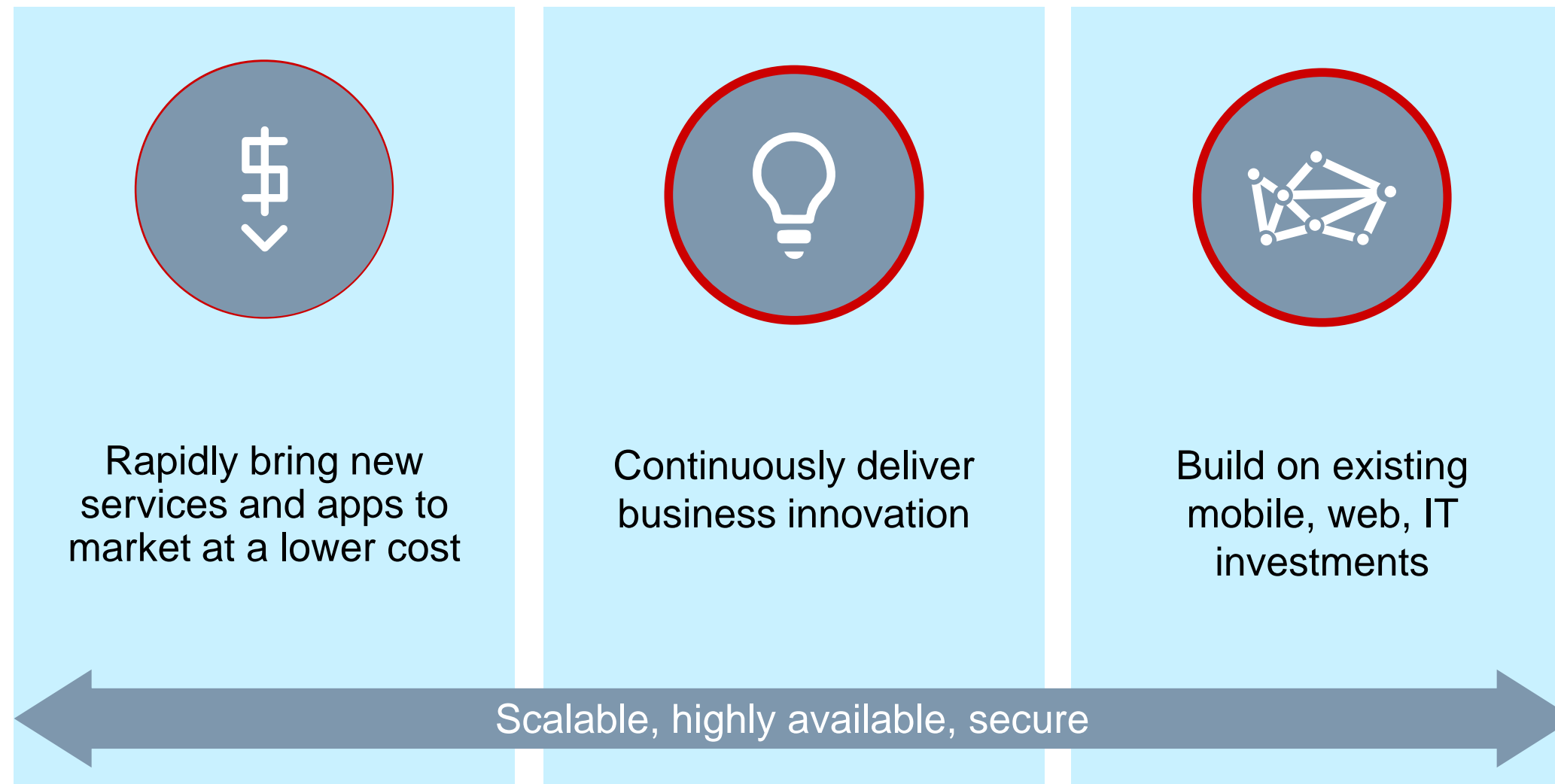
Some of the many connectors and applications available today!

| Connectors            | Applications         |                    |                          |                      |
|-----------------------|----------------------|--------------------|--------------------------|----------------------|
| Email                 | Engagement Assistant | Call Park and Page | Message Recording        | Zang SMS             |
| SMS                   | Mobile Video         | Context Store      | Smart Caller ID          | Zang Cloud           |
| Equinox /Scopia Video | WebRTC               | Real-time Speech   | Call Redirection Manager | Avaya Device Adaptor |
| Presence              | Work Assignment      | Co-Browsing        | Enhanced Call Control    | and More!            |

Also enterprise- or third-party developed

# WHY AVAYA BREEZE?

Making it easier to solve today's business communications challenges





# ENGAGEMENT DESIGNER

# ENGAGEMENT DESIGNER

“Not everyone is a Java Developer”



## Business Issue

- ▶ Application requirements are well understood by business analysts, BUT
- ▶ Company lacks Java development resources

## Solution

- ▶ Business analysts can create solutions using the “What you draw is what you execute” principle of Engagement Designer
- ▶ Simple, browser based interfaces leverages existing desktop software

## Benefits

- ▶ Application adapts to business need vs. business adapting to application capabilities
- ▶ Business analysts are liberated to drive service and profitability
- ▶ Easy ad-hoc changes to run-time processes

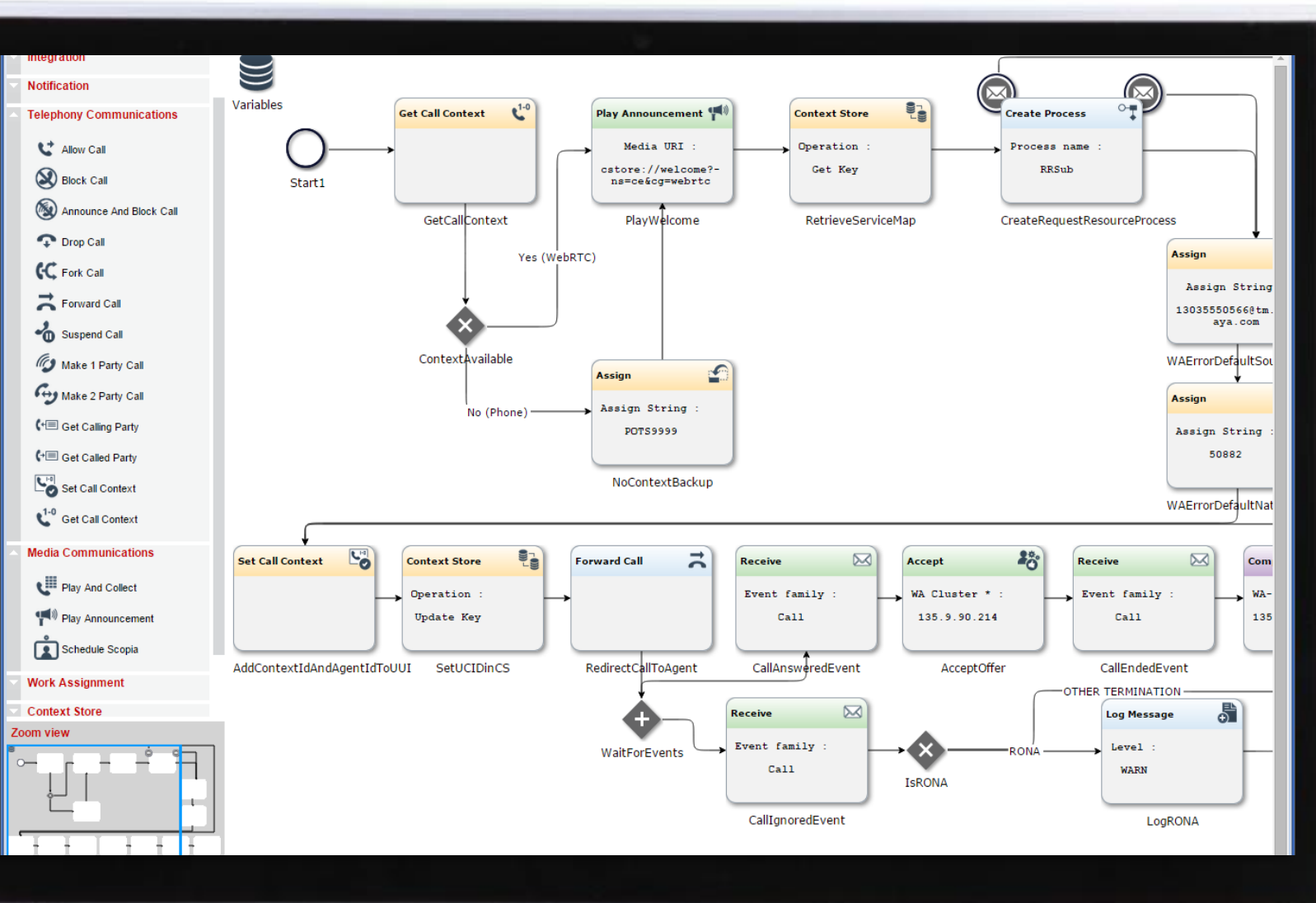
# CREATE APPLICATIONS WITHOUT DETAILED PROGRAMMING EXPERTISE

## Avaya Engagement Designer

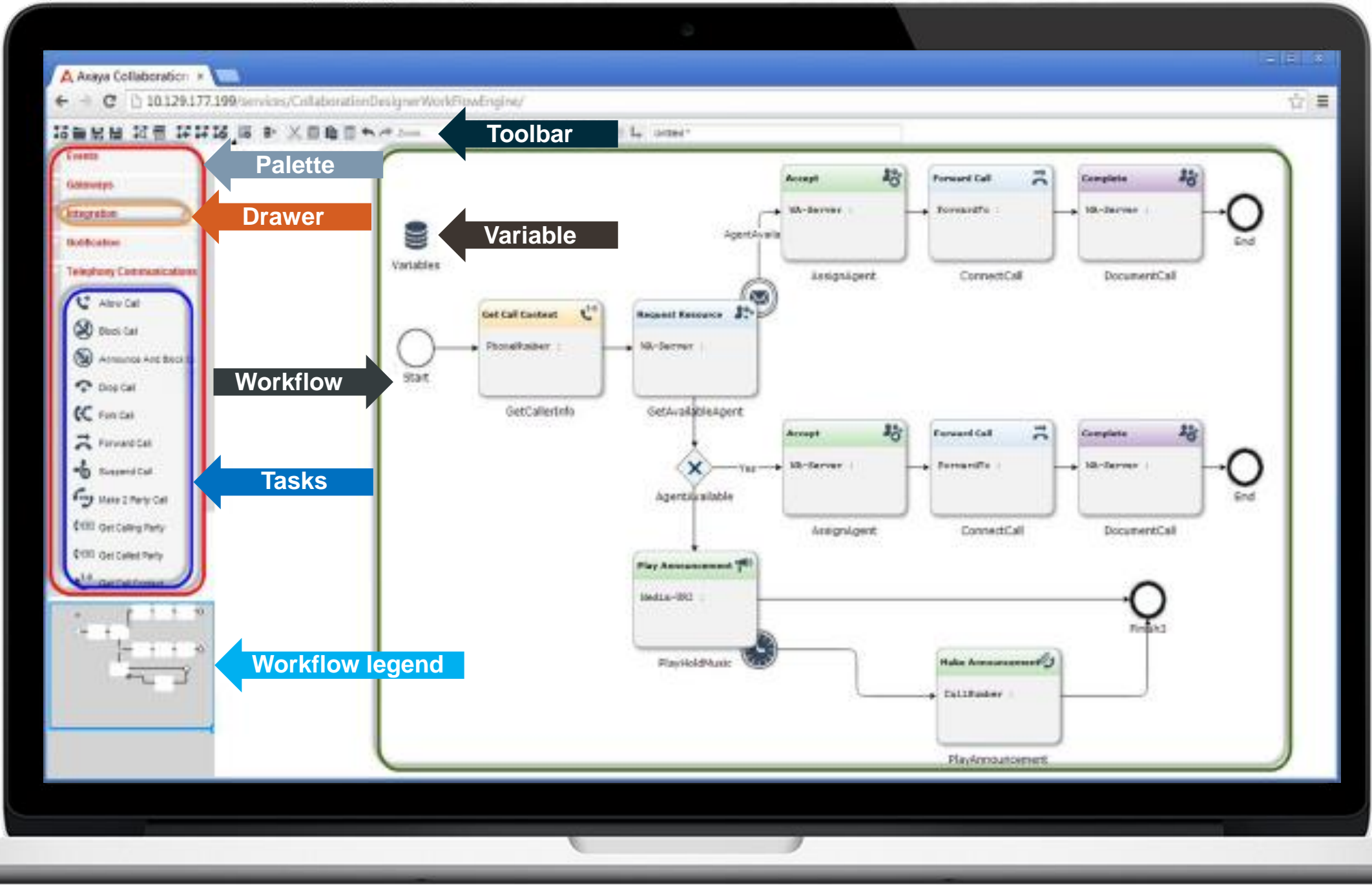
### Browser based visual designer for workflow design and automation

- ▶ Quickly create applications with minimal Java or communications expertise
- ▶ Create your own task types and dynamically incorporate them into the palette
- ▶ Extensive, customizable palette to tailor and customize workflows
- ▶ Store workflows in data grid for long running transactions (weeks, months)

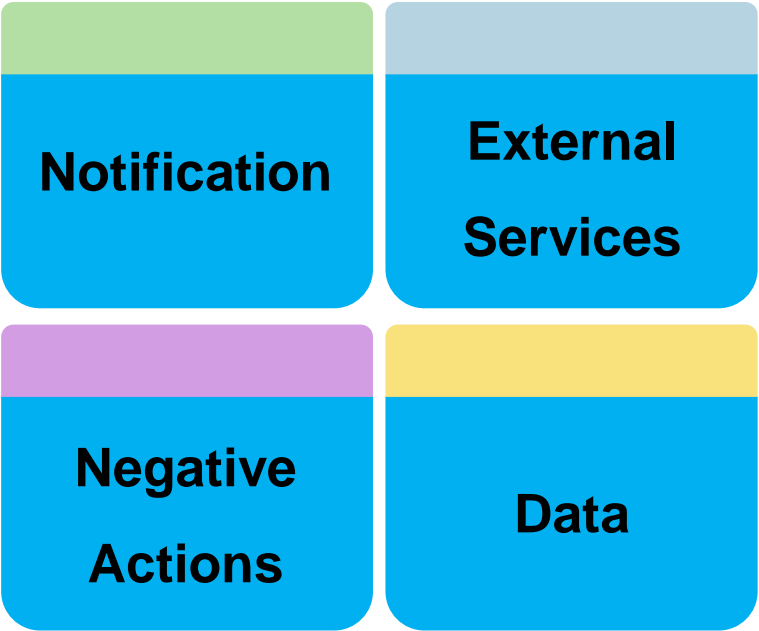
**Simplify creation and control over processes and customer journeys**



# WORKFLOW DESIGNER



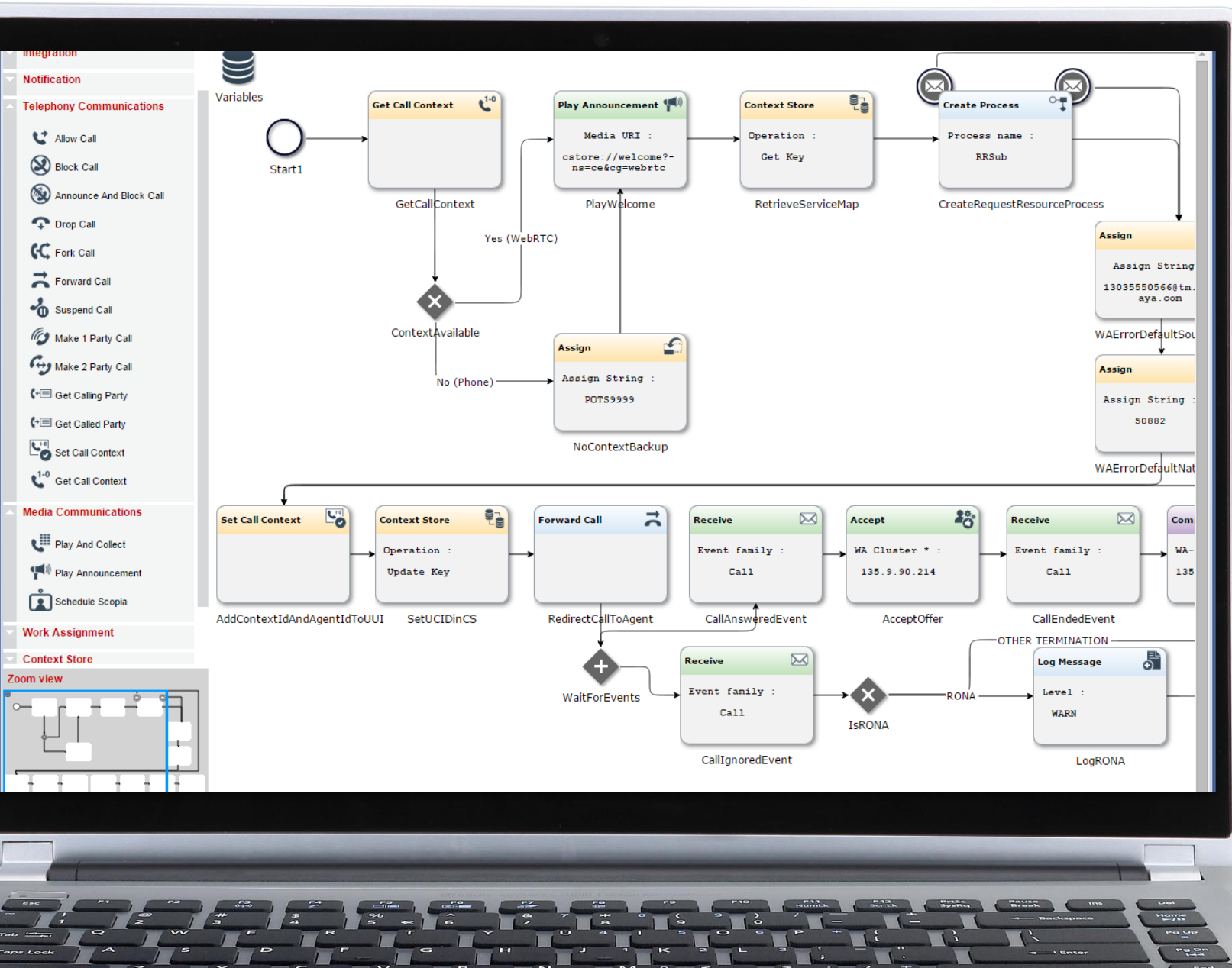
## Task Color Coding:





# CREATE AND CUSTOMIZE SNAP-INS WITH MINIMAL PROGRAMMING EXPERTISE

## Avaya Engagement Designer



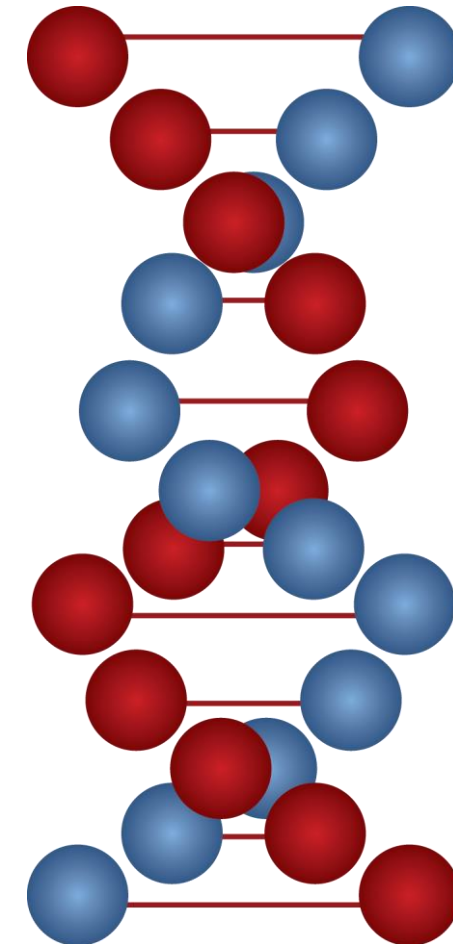
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### Simplify creation and control over processes and customer journeys

# AVAYA BREEZE

- ▶ Enables a new class of collaboration applications tailored for **any role, task or vertical**, turning discrete applications and services into collaboration solutions
- ▶ Provides a single developer experience accessible **without specific communications skills**
- ▶ Brings rich enterprise grade communication capabilities into **social, mobile, cloud and business** applications **across UC/CC**
- ▶ Applications deployed are automatically **scalable, highly available, secure**
- ▶ Applications are **cloud-ready** – Avaya Breeze is virtualized



# “OUT OF THE BOX” FIT FOR PURPOSE APPS WITH YOUR AVAYA AURA-BASED SOLUTIONS

**Avaya  
Out of the  
Box**

Avaya APS  
Packaged

Avaya  
Developed

Partner  
Developed

Customer  
Developed

## Examples:



### Engagement Assistant

Effortless one number voice driven conferencing and seamless transfer



### Call Park and Page

Enhanced call park for Avaya Aura Platform and transitioning CS1000 users

# “PACKAGED” APPLICATIONS FROM AVAYA PROFESSIONAL SERVICES

Avaya  
Out of the  
Box

**Avaya APS  
Packaged**

Avaya  
Developed

Partner  
Developed

Customer  
Developed

## Examples:



### Call Redirection Manager

Screen incoming or outgoing calls based on key criteria and redirecting calls to appropriate resources



### Smart Caller ID

Real-time caller ID lookup to improve personalization and call handling

## Custom Snap-in Development

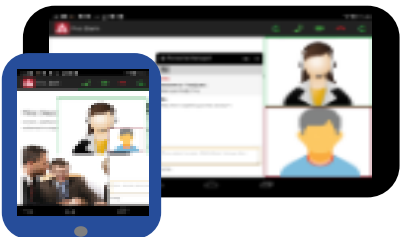
Applications, Connectors, Implementation,  
Discovery Workshops and Consulting Services



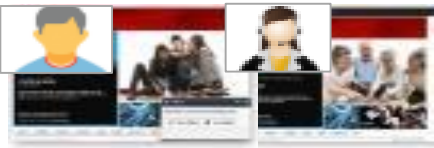
# UNIQUE, HIGH VALUE, MOBILE, WEB, OR VOICE APPS AND SOLUTIONS



**WebRTC**  
Embed click to call within WebRTC enabled browsers and mobile apps



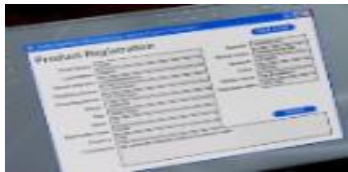
**Mobile Video**  
WebRTC-based click to voice and video chat into the contact center within mobile apps and web sites



**Co-Browsing**  
Rich browser-based collaboration such as web page or form sharing



**Work Assignment**  
Attribute based resource selection and high availability extended to support Oceana



**Context Store**  
Highly scalable, available in-memory data grid for relevant rich information for apps and teams



**Real-time Speech**  
Developer APIs for speech monitoring and analytics for use in real-time compliance and other use cases

**Enhanced Call Control**  
CTI-style call control and flexible call leg capabilities

**Presence Services**  
Tap rich presence information from Avaya and third party sources

**Message Recording**  
Provides ability to add short audio recording, play back, save to apps



**Zang SMS Outbound Connector:** Enables snap-in/workflow developers to leverage Zang SMS messaging  
**ZangCloud Connector:** Engagement Designer task bundle for carrier service information

# PRE-BUILT PARTNER APPLICATIONS AND CONNECTORS TO CLOUD SERVICES

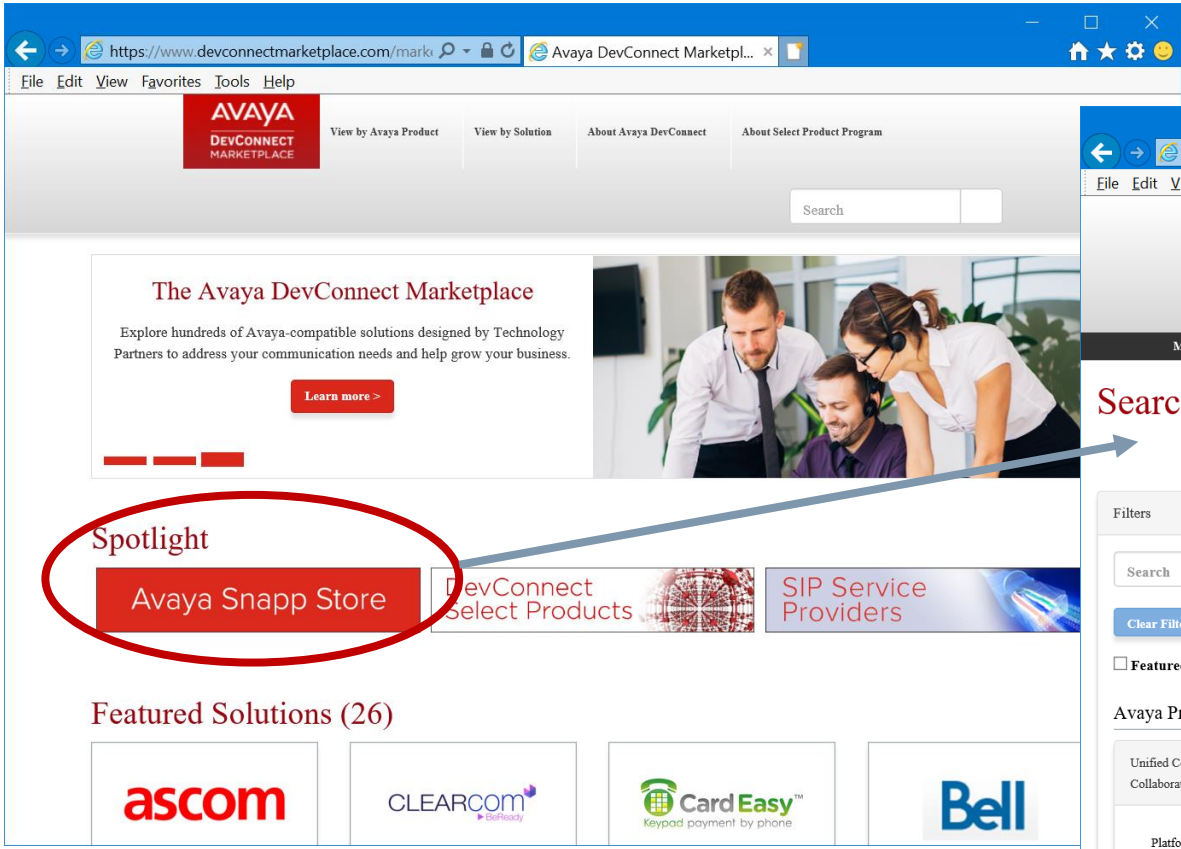
Avaya  
Out of the  
Box

Avaya APS  
Packaged

Avaya  
Developed

Partner  
Developed

Customer  
Developed



The Avaya DevConnect Marketplace

Explore hundreds of Avaya-compatible solutions designed by Technology Partners to address your communication needs and help grow your business.

[Learn more >](#)

**Spotlight**

Avaya Snapp Store

DevConnect Select Products

SIP Service Providers

Featured Solutions (26)

ascom

CLEARCOM

Card Easy

Bell

<https://www.devconnectmarketplace.com>

Search Results

53 Solutions / 21 Companies

Filters

Search

Clear Filters

Apply Filters

☐ Featured Partners

Avaya Products

Unified Communications and Collaboration 1

Platform and Infrastructure 1

☐ Avaya Aura® Application Enablement Services

Approved Contact

Approved Contact provides multi-company scheduling and social collaboration tools for the enterprise.

Solutions(1)

Call Listener

Arrow Systems Integration

A total solutions provider specializing in unified communications, voice and data technologies and contact centers.

Solutions(2)

Arrow SI IoT Services

Snap-ins

Arrow SI Incident

Aura Alliance Limited

Aura Alliance is the largest global alliance of Avaya channel partners in the world.

Solutions(2)

Skype for Business

Integration Snap-in

Aura Alliance Client for

Avaya

A global leader in team and customer engagement business communications solutions for the digital age.

Solutions(25)

Mobile Video Snap-in

Engagement Designer

WebRTC Snap-in

# PRE-BUILT PARTNER APPLICATIONS AND CONNECTORS TO CLOUD SERVICES

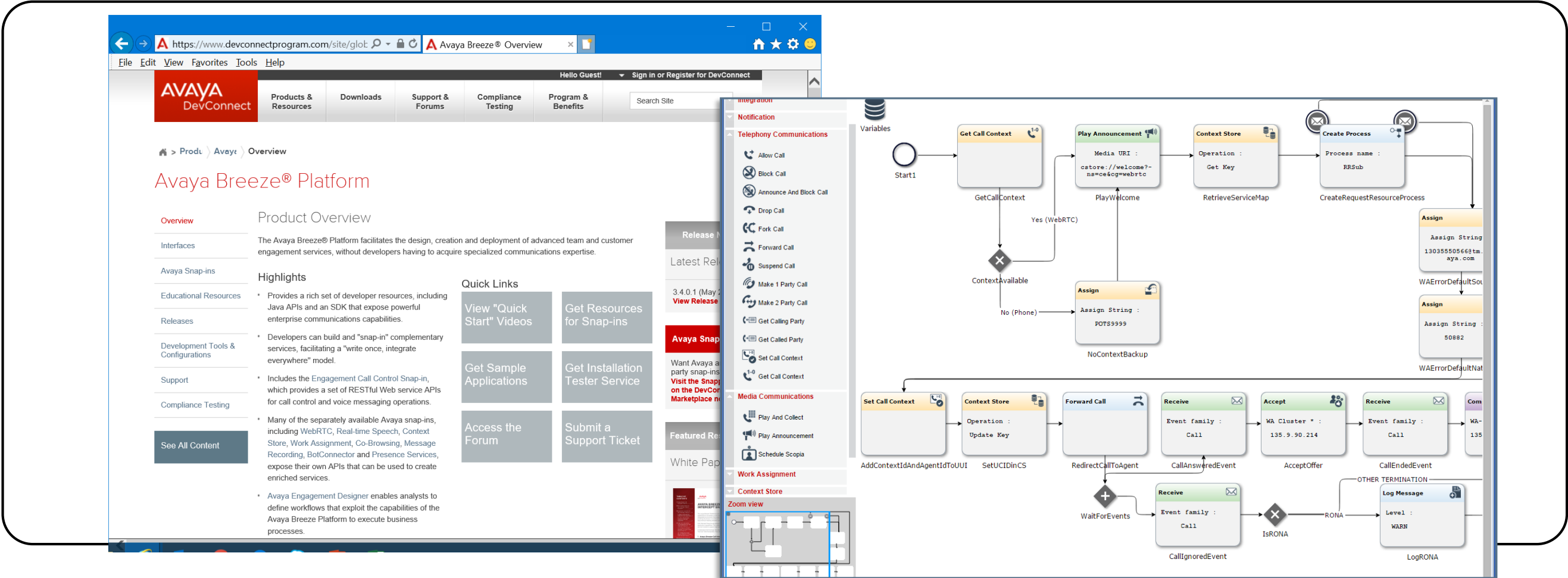
Avaya  
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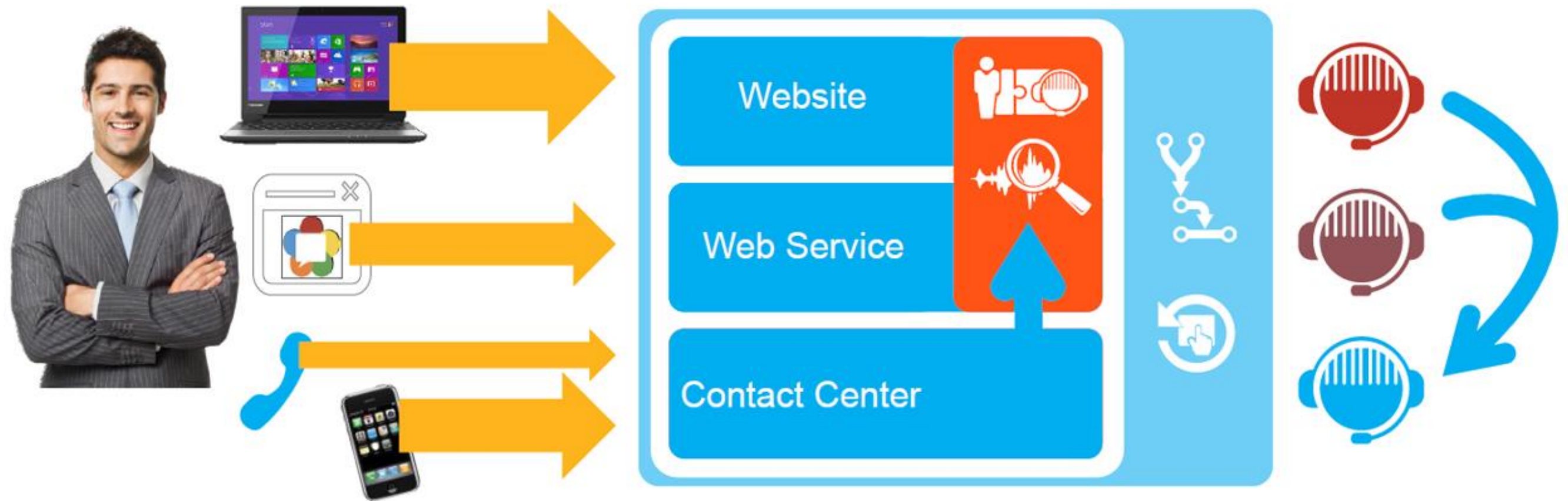
Partner  
Developed

Customer  
Developed



# MAKE CONTACT CENTERS MULTI-TOUCH

*Create One Continuous Interaction*



**1** Use Multiple Channels

**2** Orchestrate And Connect

**3** Maximize Interactions





# USE CASES

# WHERE ARE CUSTOMERS USING AVAYA BREEZE TODAY?

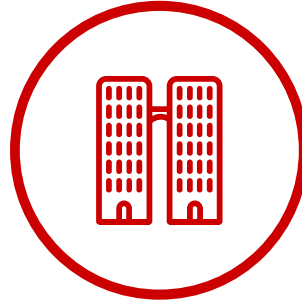
From leading edge to everyday practical!

- ▶ **Avaya Engagement Assistant** - Effortless one number voice driven conferencing and seamless transfer
- ▶ **Avaya Call Park and Page** - Enhanced call park for Avaya Aura Platform and transitioning CS1K users
- ▶ **University** - Elevator Emergency SMS Notification
- ▶ **Smart Caller ID** - Real-time caller ID lookup to improve personalization and call handling
- ▶ **Alarm Company** – Personalized Outbound Calling
- ▶ **National Health Provider** – Personalized Routing
- ▶ **International Bank** – Personalized White-listing
- ▶ **Global Services Company** – Message Notification
- ▶ **Emergency Response Services** - Dynamic Team Formation
- ▶ **Medical** - On-Call Physician Finder
- ▶ **Medical Partners** - Nurse Call Integration

# EXAMPLE USES

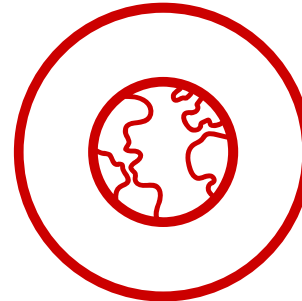
## Smart Workplace Partner

Rules based call redirect/ID change and dynamic team formation



## Leading Global Bank

Call redirection app across 850 branches for staff to reduce logjam in contact center



## Avaya Partner

Offer a rules-based call block based on time of day, area code, Do Not Call lists



## Leading Medical Provider

'Code red' app for dynamic team formation when there's a network outage



## Large Outsourced Contact Center

Agent displays representing a particular business for granular per call/minute charge back



## Higher Education

Build reusable SMS text messaging service to support a variety of institutional needs



