



Kickstart and Enhance your Digital Transformation with

Avaya OneCloud-CPaaS- Apps and API's as a service

Agenda



What is CPaaS and why Avaya OneCloud-CPaaS?

How can an organization start using CPaaS?

Business issues Avaya OneCloud-CPaaS helps solve for Avaya customers



What is CPaaS and Why Avaya CPaaS?

Avaya

OneCloud CPaaS

Apps and API as a Service



The CPaaS Landscape



Enterprise CPaaS spend set to quadruple to \$6.7bn by 2022, estimates juniper research

Forecast part of new Juniper and CLX Communications white paper - mapping the enterprise opportunity for CPaaS



Why Avaya OneCloud CPaaS

**Cloud apps
and API's as
a Service**

**Dynamic
Capabilities**

**Consumption
Model**

**Infrastructure
Agnostic**



Why Avaya OneCloud-CPaaS

Native
Integration
with other
**Avaya
Services**

Free
Development
Tools

Smart
Burstable
SIP Services

Accessible
APIs

Competitive
Rates

Support
Inclusive

**Turnkey
SaaS**
IVR/Mass
Notification

Burstable
Redundancy

Avaya OneCloud CPaaS Quick Stats

~ **20,000**
DEVELOPERS

~ **40** different
MICROSERVICES

40M voice
minutes a month

50M
SMS a month

~ **3,000**
Active Applications

Phone Number
Support for ~ **54**
countries worldwide





Value to your Organization Using CPaaS



Turnkey Software as a Service Applications

Government

Healthcare

Education

Financial

Hospitality

Avaya Cloud Notification System (ACNS)

is a turnkey cloud notification service that delivers mass notification for public safety, marketing campaigns, severe weather warnings, closures, appointment reminders and customer surveys.



Burstable

scalable to any size operation with no set load limit. Burstable for unexpected spikes in demand.



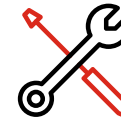
Location Services

Geo-fencing and location tracking for incident management and complete situational awareness



Cloud-Based

Redundant server design and a device agnostic platform for remote access when needed.



Reports

Reports and Analytics in the format of your choosing. Customer Sheets, muster results, etc.



Omni-Channel

Flexible in delivery; Notifications by SMS, Voice, Recording, or a combination

Subscribe Software as a Service Applications

SMS

MMS

Voice

IVR

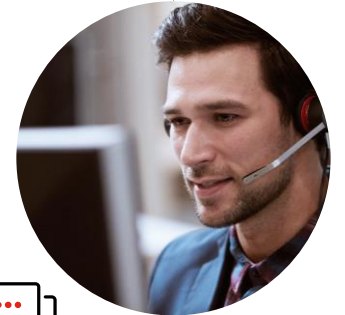
Interactive Customer Engagement (ICE)

is designed to allow businesses seeking offer a multi-channel, customer self-service experience without the capital resource investment in aging technology.

What ink does this printer take?

Have a question about this printer?
Text into 12345 with your question!

This printer takes 4 ink cartridges, model
CY100, MG100, YW100 and BK100



Avaya OneCloud- CPaaS

Your Smart Burstable SIP Service Provider



SIP

- Elastic burstable SIP
- National, Mobile, Local and toll-free numbers
- Short codes for high-volume text and picture messages
- Lookup – for access to details about phone numbers
- Programmable API's for voice, text and carrier services to deliver AI on network usage

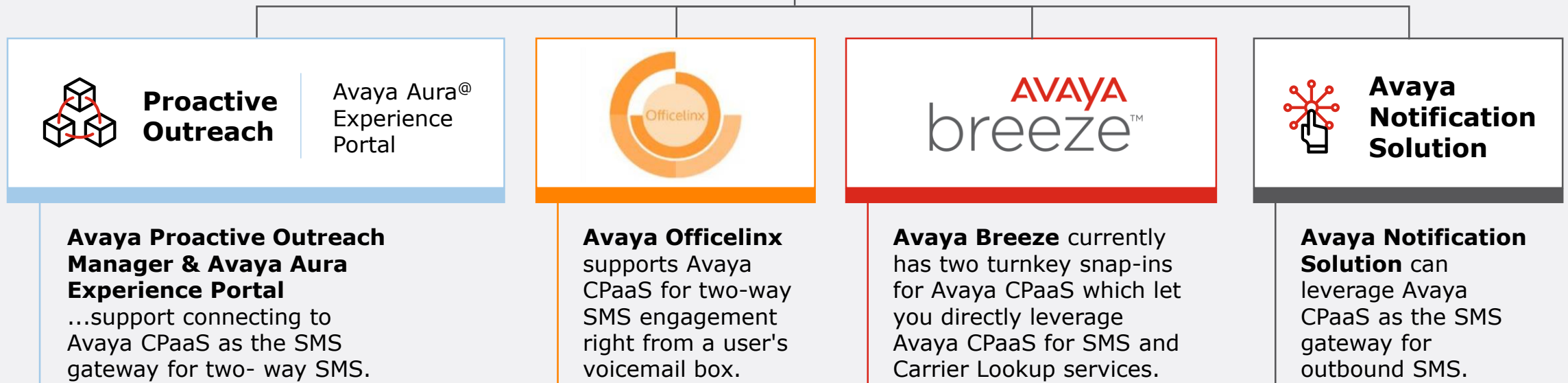


**Avaya CPaaS Smart
Burstable SIP Services**

LOCATION

LOCATION

Leverage Avaya OneCloud-CPaaS with Existing Avaya Applications (Hybrid)



Avaya OneCloud CPaaS Supports Building Cloud and Mobile Applications



Use **Workflow Designer** to create applications using a graphic user interface tool that is easy to use and can deploy your applications immediately and effortlessly all stored in the cloud!

Rest API



Our **Open REST APIs** gives any software developer the powerful tools required to integrate voice and SMS/MMS capability into their custom application. Within voice and SMS/MMS you can leverage functions like call transcription and recording plus much more

XML



Our **InboundXML Editor** lets you create applications that do not require any programming logic. Create a powerful IVR or call recording application all in minutes. Your XML scripts live in the cloud and can be deployed in minutes not days!



Burstable **cloud IVR** where customers can navigate to information and relevant points of contact, simply by calling into your organization's main line and navigating your automated Interactive Voice Response (IVR) menu. Enhanced services with interactive texting, speech recognition and transcription.




Create a **cloud conference** application to host audio conference calls with multiple participants from anywhere.

Burstable conferencing services from the cloud that can be integrated into existing workflow or seasonal service



Enable **dialling and texting** of phone numbers in your web or mobile apps with a simple, click-to-call action.

The background of the slide features a photograph of two men in a professional setting. One man, with grey hair and a beard, is leaning over a table, pointing at a small architectural model with a pen. The other man, with dark hair and a beard, is sitting and looking at the model. They appear to be in a collaborative meeting. The left side of the slide has a decorative blue and white geometric pattern.

Business Problems Avaya OneCloud- CPaaS Helps Solve for Avaya Customers

Avaya OneCloud- CPaaS Use Cases



INDUSTRY: **Automotive/Retail**

Profile: Automotive retailer with over 200+ locations across the U.S.

Business Problem: Sales reps at each retail location were communicating with customers and prospects using their personal mobile numbers which provided the Automotive Retailer no visibility in the dialogue or customer contact information.

Solution: Leveraging Breeze, a two-way SMS application was created while leveraging Avaya CPaaS as the SMS gateway to SMS enable the company's existing landline numbers and deliver the messages between sales reps and customers. The Breeze application also leveraged Salesforce integration to capture and log dialogue in CRM.



INDUSTRY: **Business Process Outsourcing (BPO)**

Profile: The BPO is often contracted to call customers (suppliers/vendors) to inform of them of specific product recalls.

Business Problem: Due to the high cost of leveraging third party applications/services (i.e. port and licensing costs), recall campaigns were not considered a profitable business for the BPO and in some cases were a loss leader. The BPO needed a way to run campaigns more cost effectively and only pay for what they used during the active campaign.

Solution: Leveraging a combination of Avaya CPaaS' s REST APIs and Workflow Designer, the BPO's development team is creating their own customized recall IVRs that will be customized to each one of their customer's recall campaigns. The only associated costs are usage (minutes) when the APIs are being triggered by an active campaign.

Avaya OneCloud- CPaaS Use Cases



INDUSTRY: **Professional Services**

Profile: US based home inspection services company that connects homeowners with home inspectors.

Business Problem: The organization was experiencing poor customer satisfaction due to long call queues. Agents were limited to voice channel customer and inspector interaction only which was a primary factor that caused the long wait times.

Solution: The customer built a custom two-way SMS application leveraging CPaaS SMS API's that allows agents to speak to both customers and their corresponding inspectors via a native app.



INDUSTRY: **Healthcare**

Profile: US based non-profit healthcare provider with locations across the country.

Business Problem: The organization's Finance and IT groups identified a large recurring expense for a significant amount of landline and cellular numbers dedicated for employees and contractors. There was no clear way of identifying if certain lines were still actively used to know which lines could be cancelled. They needed a way to identify unused lines in a non-disrupt, automated way.

Solution: With the help of their Avaya Business Partner, they deployed a Breeze application that calls and can SMS all the numbers they own which triggers an "IVR" to determine if the number is still in use or not.

Get Started Today

Visit **cloud.Zang.Io**
and sign up for
a free account.

Request for your
complimentary credit
from the live chat!

Reach out to your
Avaya account
manager, an Avaya
Cloud specialist or
your Avaya partner
for more details.



Thank you.