# Avaya Aura™ Presence Services

## Real-time, multi-channel presence information for Avaya and third-party applications.

Presence is a foundational element of unified communications. At its most robust, it provides detailed information about a given user's availability and current activity, preferred mode of communication and even location, allowing users to connect with the right person at the right time using the right mode of communication. In addition, that information is delivered so as to be consumable not only by other users but also by applications attempting to reach that person as part of a critical communications-enabled business process.

An effective presence solution:

- Supports a wide range of devices

- Has a centralized system for managing and enforcing personal and enterprise policies

- Fits into existing infrastructure with relatively low cost of deployment

- Is easy to use – it's always "on" even for users who don't spend time managing their status

- Is also "smart" – it infers availability and reachability based on input

- Is designed for interoperability — it's easy to add new presence sources

- Works across enterprise borders

- Scales easily to accommodate the ever-growing sources of presence information

Avaya Aura Presence Services breaks new ground by integrating rich presence capabilities not just in instant messaging (where it is best known today) but across the entire spectrum of communications applications — from voice calls and instant messaging to customer service and business processes.

Avaya Aura Presence Services collects and disseminates rich presence from Avaya and third party sources across a diverse set of business environments, enabling users throughout the network to reach the people they need, leveraging the multiple channels of communications available to them. Avaya Aura provides any user, anywhere on the network, with an actionable, aggregated view of all users across devices and multi-vendor applications, including IBM and Microsoft desktop applications.

Already widely used for instant messaging, presence has the potential to drive new levels of business user productivity and customer care by more easily making expert resources readily available to customers and workers.

## New platforms, new applications, new utility

Avaya Aura Presence Services works in concert with other presence-based applications, including Microsoft Office Communication Server, IBM Lotus Sametime, and other third-party applications using open SIP/SIMPLE and XMPP

standards. This allows consistent presence visibility and use of a wide array of business communications applications:

- Full aggregated presence is provided in Avaya one-X® UC clients and Avaya IP phones.

- On-the-phone status can be seen in Microsoft Office Communicator and applications such as Outlook and SharePoint that use Smart Tags.

- Phone status is also viewable in IBM Lotus Sametime and applications using Live Names, such as Lotus Notes and others.

- When client software from Avaya, Microsoft, IBM Lotus, and Adobe is integrated with Avaya Meeting Exchange for an audio and web conference call, a roster of call participants and the active speaker is shown, saving time and making the call more productive.

- Avaya video applications utilize presence to highlight the active speaker in a video call when multiple video participants are visible simultaneously.

Avaya Aura Presence Services provides a scalable, high performance presence aggregation service that collects and disseminates rich presence from Avaya and third party sources.

## Benefits of Avaya Aura Presence Services

- Increased productivity when utilizing an accurate view of a user's presence and how best to communicate with that user. Using rich presence, users gain the ability

to more effectively reach the people they need, leveraging the multiple channels of communications available to them.

- Presence improves customer care in the contact center by making expert resources readily available to respond to a customer issue.

- Easier collaboration between mobile, remote and headquarters' employees through presence awareness.

- Faster one-and-done issue resolution through more effective communication.

- Improved process cycle time through process-aware communications-enabled business processes.

- Better privacy and security since users and the enterprise are able to set their own status indicators.

- Enhanced support for both Session Initiation Protocol for IM and Presence Leveraging Extensions (SIMPLE) and Extensible Messaging and Presence Protocol (XMPP) protocols, ensuring the most comprehensive set of presence source information.

- Presence also powers communications enabled business processes (CEBP), which can leverage rich presence to ensure that the right resources are available before the system reaches out to them to resolve a business problem.

- Avaya Aura Presence Services now presents a more complete and well-rounded picture, leveraging out-of-the-box data collectors to connect with other well defined presence sources across a diverse set of business environments. In addition, custom collectors can be developed to fit the diverse needs of Avaya customers.

- Presence can be displayed on any number of endpoints such as Avaya one-X® UC clients and IP phones. In addition, Avaya presence solutions extend to a wide array of business communications applications including Microsoft Office Communicator and applications like Outlook and SharePoint that use Smart Tags. Phone status is also viewable in IBM Lotus Sametime and applications using Live Names, such as Lotus Notes and Jabber instant messaging.

- When client software from Avaya, Microsoft, IBM Lotus, and Adobe is integrated with Avaya Meeting Exchange for an audio-only or web conference call, a roster of call participants and the active speaker is shown.

## Key Features

- **Robust, Aggregated Presence Information** — Avaya Aura Presence Services aggregates presence information from telephony, desktop and other applications and provides a comprehensive view of user and device availability. As other presence sources are made available – even from third-party sources in a heterogeneous IT environment – they too can feed status information to the system to round out the user's availability profile.

- **Multi-protocol / Multi-interface Support** — Avaya Aura Presence Services supports both SIP and Extensible Messaging and Presence Protocol (XMPP), allowing for aggregation across a broad array of presence sources enabling a more comprehensive representation of the individual.

- **Optimizes Performance** — Leverages SIP server-to-server protocol, optimizing network performance for real time communications applications.

- **High Scalability** — Scales to support all enterprise subscribers with system throughput demanded of real time communications applications.

- **Rich Presence** — Normalizes and composes rich user presence (e.g., location, device, etc.) for applications and devices.

## Learn More

To learn more about Avaya Aura Presence Services talk to your Avaya Account Manager or Authorized Partner.  Also, visit us at **www.avaya.com**.

## About Avaya

**Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit www.avaya.com.**

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