



Avaya Intelligent Presence Server

The notion of presence has been around for a number of years. Most people are aware of it in their instant messaging tools as the ability to see who on your buddy list is online, busy, or offline. Presence, in its most powerful form, goes well beyond this capability. Business users are also beginning to see these capabilities in their desktop environments like Microsoft® Office Communicator or IBM Lotus® Sametime®, but this is only the tip of the iceberg.

In the truly Intelligent Presence world, information about a person is aggregated from a multitude of devices and applications, and then composed to provide a robust, dynamic view of not only the individual's availability, but potentially even location, working status or preferred mode of communication. And, that information is consumable not only by other individuals, but by business applications that may be trying to reach a person to engage them in a critical business situation.

Avaya believes that presence is a foundational element in Intelligent Communications. It is already commonplace in Unified Communications Solutions, but has the potential of driving new levels of customer care in the contact center by making expert resources anywhere in the enterprise readily available to respond to a customer issue, or in powering Communications Enabled Business Processes (CEBP) which can use rich presence to help ensure that the right resources are available before the system reaches out to them to resolve a business problem.

True Intelligent Presence has 4 key characteristics:

- **Trustworthy and Ubiquitous** — Not only does it support a wide range of devices, but it has a centralized system for managing and enforcing personal and enterprise policies. It also is able to fit into users' existing infrastructure with relatively low cost of deployment.
- **Transparent (easy to use)** — It is always "on" even for users who don't spend time managing their status. It is also "smart" in the sense that it infers availability and reachability based on potentially conflicting information.
- **Designed for Interoperability** — It is easy to add new presence sources via pluggable adapters and it leverages standard protocols and interfaces to make application integration easy and consistent. It also has the ability to manage presence both Intra- and Inter-Domain; sharing and controlling presence within the enterprise environment; and across enterprise borders. By broadening the domains served, users outside of the enterprise can also benefit by using presence status.

- **Optimized for Real-Time Communications** — It scales easily to accommodate the ever-growing sources of presence information and can optimize use of network bandwidth.

The Avaya Intelligent Presence Server provides a scalable, high performance presence aggregation service that collects and disseminates rich presence from Avaya and third party sources. Initially, the Intelligent Presence Server will aggregate Avaya and third party presence information for the Avaya suite of communications applications. By design, the architecture allows for the easy addition of other presence sources through the creation of "collectors" which link the core with these other sources.

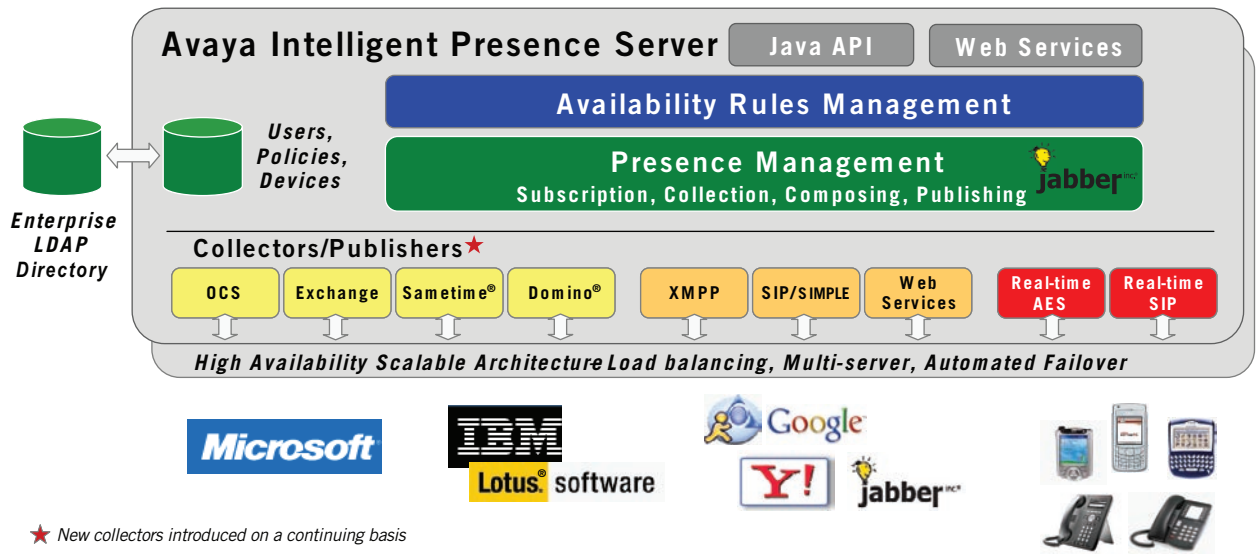
Key Features

- **Aggregates Presence** — aggregates presence of telephony, desktop, and applications presence, and provides a comprehensive view of user vs. device presence. As other presence sources are made available, they too can feed status information to the system for determining availability.
- **Multi-protocol / Multi-interface Support** — 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 the entire population of enterprise subscribers with system throughput demanded of real time communications applications.
- **Rich Presence** — normalizes and composes rich user presence (like location, device, etc.) for applications and devices.

Learn More

For more information on Avaya Intelligent Presence Server can support your business, contact your Avaya Client Executive, Avaya Authorized BusinessPartner, or visit us on avaya.com.



Avaya Intelligent Presence Server

The Avaya Intelligent Presence Server is at the core of Intelligent Communications. As presence sources are brought together, communications become more and more powerful. Individuals now have the ability to more effectively reach the person they need to by leveraging the multiple channels of communications available to them, confident that the right person is available at the right time.

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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