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AVAYA BREEZE™ PLATFORM: TAKING APPLICATIONS DEVELOPMENT TO THE NEXT LEVEL

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Avaya's relationship with applications developers has a long and productive history. The Avaya DevConnect program currently supports thousands of application developers, and millions of dollars of revenue are generated each year for both these partners and Avaya, through an ecosystem that provides differentiated value to our customers. Our market leadership in communications solutions, our access to the industry's largest installed base of users and our focus on innovative applications development platforms, have provided a winning combination that we are now taking to the next level with the Avaya Breeze™ platform.

What is the Avaya Breeze Platform?

Our vision for the Avaya Breeze platform is clear: to create a single integrated application platform that works in conjunction with any device or system, enabling enterprises and developers to build and deploy collaboration and customer engagement applications in days without prior communication development skills.

Let's unpack that vision in a bit more detail.

Most importantly, the Avaya Breeze platform is a single integrated environment providing capabilities that extend across both the Unified Communications space and the Contact Center space to allow applications to be built in a way that reflects real business processes and customer requirements, not technology silos.

As an integrated environment, the Avaya Breeze platform will provide a suite of developer enablement capabilities, exposing all the powerful enterprise collaboration capabilities of the Avaya Aura® Platform in a single developer experience. Over time, this will benefit our developer community as Avaya transitions from multiple, overlapping platforms and software development kits (SDKs), with platform-specific functionality, to a single, simplified environment with both legacy and advanced new capabilities needed to keep pace with the exploding demand for mobile, social and cloud-based communications applications and integrations.

From its first release, the Avaya Breeze platform incorporated some unique attributes that differentiate it from previous Avaya application development suites.

First, the Avaya Breeze platform significantly reduces applications development time and effort because it provides all the "ilities" inherent in the Avaya Aura® Platform. That means scalability, high availability, virtualization, provisioning and application management, and security are all built in to the platform, allowing application developers to focus on solving business complexity, not application delivery and management challenges. Developers can focus on what's important – the customer's unmet need and the business logic to solve that requirement.

Second, the Avaya Breeze platform is virtualized, maximizing the flexibility of deployment options and minimizing the hardware requirements for customers.

Third, developers can 'snap-in' complimentary functionality into the Avaya Breeze platform allowing a "write once, integrate everywhere" model – again reducing and simplifying development time and effort, speeding time to market and potentially leveraging code across multiple customer solutions.

Customer Solutions: The heart of the matter

Creating a simpler and faster development environment is a positive step forward, but an obvious next question is "How, specifically, will the Avaya Breeze platform solve customer problems?"

An inherent value of the Avaya Breeze platform is its flexibility to meet the individual demands of customers – and create differentiated value for those customers in their market spaces.

Here are some examples, taken from customer interactions, of this flexibility applied to specific customer problems:

• A university is concerned about providing proactive support services to their students – particularly those at risk of dropping out. The Avaya Breeze platform, in conjunction with the university's existing Avaya Aura® Platform infrastructure and cloud applications, can provide alerts to counselors based on the student's results and availability and offer simplified paths to establish a conversation, if appropriate.

• A bank wants to customize call treatments at its branch locations providing direct access to account managers from high-value customers based on incoming calling line identification. The administration of these "white-list" customers must be accessible to the account managers and easily modified based on changing customer needs.

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The Avaya Breeze application platform allows customers to add new capabilities to their Avaya solutions: to differentiate their enterprise from their competitors, to streamline their processes, and to improve their reach to their customers.

- A manufacturer wants to leverage its sales force management tool to provide access to its mobile sales force based on the stage of pending deals. As deals move to the final sales stage, calls will be directed to the sales person's direct mobile number, instead of being routed to a voicemail box – all without requiring any additional administration by the sales person.

- A retailer wants to extend the "smart facilities management" capabilities deployed in its stores to include direct integration with existing Avaya collaboration capabilities, giving employees access to operations data and communications from anywhere in the store.

In these examples, the Avaya Breeze platform has given developers the opportunity to take existing core competencies and application solutions and rapidly integrate them with the Avaya Aura® Platform to create tangible customer value. This is the real power of the Avaya Breeze platform: melding existing Avaya communications and collaboration capabilities with the individual requirements that a customer is working to satisfy.

A fully integrated part of the Avaya Aura® Platform

The Avaya Breeze platform has been developed as an integral part of the Avaya Aura architecture – not as an "add on". It acts as a "connection" solution bridging a customer's existing applications and processes with their Avaya Unified Communications and Customer Contact capabilities that extend across voice, video, presence/instant messaging (IM), text and chat. This deep integration is obvious when reviewing the real-time services capabilities of the Avaya Breeze platform.

In addition to SMS and email notification methods, dynamic team formation capabilities, and video/audio collaboration methods, an enterprise application developer can now take control of and modify inbound and outbound calls without any telephony expertise. The initial release of the Avaya Breeze platform allows modifications for redirect, block, play recorded announcement and change calling line ID or number. Developers are free to dip their enterprise databases to incorporate a powerful set of conditions and decisions in a small amount of Java code. For example, here are a few lines of code to change the calling line IDs for outbound calls in the network.

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```
public final void OutBoundCallReceived(final Call call) {

        Participant callingParty = call.getCallingParty();
        Participant calledParty = call.getCalledParty();

        //Log a message - Cool tool for apps developers!
        logger.info(String.format("Hey, looks like %s is calling
        %s",callingParty.getPhoneNumber(),calledParty.getPhoneNumber(
        )));

        //Change the display name and phone number of the calling
party.
        callingParty.setPresentedDisplayName("Hello World!");
        callingParty.setPhoneNumber("123-456-789");

        //Allow the call to proceed.
        call.allowCall();
    }
}
```

Once this code is compiled and packaged as a service using the Avaya Breeze SDK and familiar tools like Eclipse and Maven, it is ready to deploy quickly and easily into the Avaya Aura® Platform using Avaya Aura® System Manager.

So what's in it for you, the developer?

The application development market is thriving: forecasts suggest a compound annual growth rate (CAGR) of over 150% between 2010 and 2015 to a global $100B market[i]. At the same time, communications-enablement of business processes is gathering momentum. Frost and Sullivan have reported that over one-third of businesses surveyed have deployed Communication-Enabled Business Processes (CEBP) or will do so over the next three years[ii]. Participating in this growth is dependent on having the tools and skills to expand into mobile, social and cloud based applications, and the Avaya Breeze platform will be the platform that links these applications requirements with Avaya's millions of installed base users.

For the developer, the Avaya Breeze platform provides:

• A platform that abstracts the communications layer from the applications layer, allowing developers to focus on business needs and requirements rather than forcing them to become experts on communication solutions

• A foundation that provides scalability, reliability and security for every solution, again allowing developers to focus on value creation, not logistics and interoperability

• A snap-in model that allows capabilities to be added from a variety of solution providers, providing rapid and more cost effective solution development.

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Fundamentally, the Avaya Breeze platform allows customers to add new capabilities to their Avaya solutions: to differentiate their enterprise from their competitors, to streamline their processes, and to improve their reach to their customers. The flexibility of the Avaya Breeze platform allows them to decide the capabilities that are required, and, with your help as an application developer, how to best integrate them with existing investments and processes.

As a developer, have you spoken with customers that:

- Need to respond to changing circumstances with rapid team formation capabilities?

- Have gaps between the web applications they've deployed and their core communications infrastructure?

- Are interested in changing the way communications are handled based on real-time changes in location, priorities or customer needs?

- Are simply looking for sensible ways to take daily business processes and make them that much more efficient?

If so, the Avaya Breeze platform is the way to achieve these requirements on a platform that is cost-effective, flexible and straightforward to implement.

Making applications development even easier

With any new development platform there are always legitimate concerns over the investment required to support applications creation. As part of the strategy for the Avaya Breeze platform, Avaya has created a cloud-based developer sandbox that allows developers to build, test, and de-bug applications. Avaya Collaboratory reduces investment, speed development and remove the need for applications developers to become experienced in the installation and administration of the Avaya Aura Platform.

What about the Avaya Agile Communications Environment™ (ACE) and Avaya Aura® Application Enablement Services?

Avaya understands the needs of our existing customers and has demonstrated a significant investment in providing all of our customers with migration paths forward regardless of their solution components. The same care will be shown with our Avaya ACE and Avaya Aura Application Enablement Services installed base of customers and developer community.

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About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit www.avaya.com.

In the near term ACE and Avaya Aura Application Enablement Services developments will continue and Avaya will continue to support these solutions as independent platforms. Over the long term, the capabilities of ACE and Avaya Aura Application Enablement Services will be integrated into the Avaya Breeze platform to provide a single integrated platform providing capabilities that extend across both the Unified Communications and the Contact Center spaces.

Why Avaya?

Avaya delivers a radically different approach to enterprise communications, transforming traditional, single-purpose solutions for voice, video, e-mail and instant messaging into a true multimedia, multimodal architecture, simplifying collaboration, delivering cost savings and a smart, evolutionary path for existing investments while integrating communications into critical business processes. With the flexibility the Avaya Breeze platform brings to the Avaya Aura Platform, there has never been a better time to fully leverage the opportunity to develop unique applications for Avaya's millions of users.
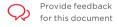
What's next?

Learn more about the Avaya Breeze platform and the opportunities it can create for your application development business. Visit us at **www.avaya.com** or **www.avaya.com/devconnect** for more information on the Avaya Breeze platform or contact us at **devconnect@avaya.com** with your specific questions.

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[i] ResearchGuidance.com

[ii] Frost and Sullivan: 2012 IT Decision Makers' Views on the Evolution of Enterprise Communications. January 2013.

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About Sabio

Sabio is a specialist systems integrator focused on delivering exceptional customer contact strategies, applications and solutions. Sabio's commitment and dedication to the Avaya product suite is evident in its ability to maintain Avaya Platinum Business Partner status year on year.

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