Paths to the Future for CS1000 Enterprises

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Introduction

Change is a constant in business, but the changes taking place in enterprise communications today are unprecedented in their scope, scale and impact.

Mobility. The cloud. Unified communications. Video. Virtualization. BYOD.

A polite word for all of this is “transformation.” A more accurate one is “upheaval.”

Realistically, every organization that is serious about using communications and collaboration for competitive advantage has to take a serious look at its existing infrastructure. This whitepaper looks at options available for enterprises with Avaya CS1000 infrastructures.

There are a range of paths forward:

- **Upgrading**: gaining the advantages of the latest CS1000 release (R7.6).
- **Transitioning**: Implementing a transition to advanced collaboration using options like the Avaya Collaboration Pack or running Avaya Communication Manager and CS1000 side-by-side.
- **Cutting Over**: Going entirely to an Avaya Aura® infrastructure (Avaya’s core collaboration platform for the enterprise) while gaining the software/license investment credits through the Avaya Software Investment Protection Program (ASIPP).

This whitepaper looks at all of the options as well as examples of organizations that have followed them to achieve specific performance and financial objectives now...and get the flexibility going forward to respond to the huge changes taking place in enterprise communications.
A New Cycle of Convergence

Drawing on a survey of nearly 700 technology leaders, the consulting firm KPMG concluded:

“We are moving to a new cycle of convergence and connectivity, led by cloud and the mobile internet. This trend will continue to change our lifestyles, buying habits and business practices in ways that could not have been foreseen just a couple of years ago.”

The New World of Enterprise Communications

There was a time in the not very distant past when “work” was a very different place. You traveled to the office and used the phone on your desk. Automated carts roamed the hallways distributing interoffice mail. There was a line at the fax machine. There were secretaries. Having more than two people on a call was a technological breakthrough. Video communications was something that you saw at a World’s Fair.

A lot has changed in the world of work, much of it centered on communications. We’ve enhanced, unified and simplified the communications tools at our disposal so they better meet our needs.

By 2009, a tipping point of sorts had been reached. Instead of meeting face-to-face or talking personally on the phone, computer-mediated communication—i.e., e-mail, Instant Messaging—accounted for between one-third and one-half of all employee interactions. In reality, in many places—varying by industry, geography and average age of the workforce—face-to-face communications had become a minority, if not negligible, form of communication.

Social networking has accelerated the trend. But far more significant has been the spread of mobile devices. Initially for person-to-person communications, today’s smartphones and tablets do much more. Gartner predicts that this year (2013), mobile devices will overtake PCs as the most common way to access the Web. Within two years, tablet shipments will reach around 50 percent of laptop shipments.

Predicting future technologies, form factors or channels of communications is impossible. But one overall trend seems unstoppable: the growing reliance on richer, smarter, more contextual communications capabilities delivered to any person on any device.

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2 http://www.gartner.com/newsroom/id/2209615
Seamless Collaboration

Accenture has identified seamless collaboration as a defining technology of the coming years: “Our workforce is expected to be thoroughly informed while simultaneously producing faster results with better information to make better decisions. It’s a tall order,” notes Paul Daugherty, Chief Technology Officer of Accenture.¹

In its report, Every Business Is a Digital Business, Accenture notes:

“The rise in social networking has breathed new life into collaboration. Users’ new social behavior and growing expectation that every app will be “social” are pushing companies to create new user experiences. However, to increase productivity, enterprises must move beyond standalone social and collaboration channels; they must begin to directly embed such channels into their core business processes.”

As a global leader in enterprise communications and collaboration solutions, Avaya sees these forces impacting our customers in numerous ways:

• A global bank with offices in dozens of countries relies on its Avaya unified communications systems for “global presence”—for example, enabling team members to see who is available at any moment in the day, speeding processes and decisions across geographies.

• A major health care provider in the U.S. is seeking to improve care in rural communities by implementing a major video-based, telemedicine initiative through its Avaya infrastructure.

• A leading magazine subscription company has achieved increases of up to 98% in productivity and $200,000 per year in savings by using Avaya software that transforms agents in its contact centers into “blended agents,” able to handle voice, e-mail, text and other communications from customers.

All of these companies are using mobility and collaboration capabilities to enhance performance.

And they all have something else in common: they accomplished these enhancements by building on current Avaya investments, including existing CS1000 infrastructures.

Evolving Your CS1000 Infrastructure

In the past, basic telephony was responsible for much if not all of the value in enterprise communications. Telephony remains critical. If telephony gets disrupted—for example a user goes without dial tone or customers can’t call in—it’s a problem that’s escalated immediately. But as communications technology has evolved through IP and SIP, more of the business value has shifted to unified communications, customer service and collaboration.

That’s why, in the three years since acquiring the CS1000 (via the merger with Nortel), Avaya has made significant enhancements, including expanded support for SIP-based integration—enabling CS1000 customers to start taking full advantage of Avaya Aura® collaboration capabilities.

With the introduction of CS1000 R7.5 in 2010, Avaya established a clear evolutionary path to Avaya Aura® by making Avaya Aura® System Manager and Avaya Aura® Session Manager integral parts of the CS1000 solution.

Implementing SIP on the CS1000 through these Avaya Aura® capabilities is the key to building on your existing infrastructure:

• Delivering voice, video and text-based collaboration capabilities to users regardless of their location, the specific switch they are connected to or the device they are using.
• Giving users the same features on their mobile devices as they have on the desktop—for example, making it possible to put a mobility client on any smartphone or tablet (including path-breaking user interfaces like Avaya Flare® Experience), making them part of the enterprise system.
• Connecting and integrating a wide range of switches (including other third party switches).
• Getting the bandwidth needed for the potentially unprecedented demands of personal video communications.
• Lowering OPEX—by centralizing applications or trunking.
• Supporting the kinds of customer service capabilities—such as blended agents—that you need to stay ahead of your competitors.

CS1000 R7.6: The introduction of R7.6 in April of 2013 (free software upgrade from 7.5) builds on this with a range of new serviceability tools as well as shared bandwidth management for voice and video communications, another key step for supporting integration into Avaya Aura® collaboration environments.
Avaya Aura® Collaboration Pack

Upgrading to the latest release enables CS1000 customers to extend their existing systems and style of communications.

But many CS1000 organizations are looking to launch a limited introduction of advanced collaboration capabilities such as Avaya Flare® Experience to executives and “power users.” For these organizations, Avaya introduced the Avaya Aura® Collaboration Pack: a virtualized, end-to-end collaboration solution.

Collaboration Pack can be implemented as a single server (based on Avaya Aura® Solution for Midsize Enterprise) or as discrete servers for the Avaya Aura® components (System Manager, Session Manager, Presence Services and Communication Manager). The discrete server option offers higher scalability and resiliency as well as facilitating migration to an Avaya Aura® solution, if required.

Applications: Collaboration Pack provides an assortment of unified communications and collaboration capabilities:

- Avaya Flare® Experience for iPad and Windows
- Optional Avaya Aura® Conferencing 7 server
- Optional Avaya SBC Advanced for Enterprise for Remote Worker capability
- Optional one-X® Mobile with Avaya Client Enablement Services
- Integration with CS1000 desktop phones for rich peering features, shared presence, shared messaging. A user can twin an existing CS1000 based phone with an Avaya Aura®- based client like Avaya Flare® for the iPad.
ASIPP and PASS

All CS1000 enterprises also can take advantage of two Avaya programs—Avaya Software Investment Protection Program (ASIPP) and Avaya Partner Assurance Support Services (PASS)—that deliver significant credits for existing licenses, lowering the cost of upgrades.

ASIPP covers Unified Communications and Contact Center product licenses sold by Avaya (including those brought to Avaya from Nortel) and offers customers significant discounts on specific license upgrades as they progress along the Avaya roadmap. Enterprises can also combine ASIPP with Avaya Aura Suite Licensing, creating cost-effective upgrade/purchase paths to mobility and collaboration that meet the needs of specific users and groups of users.

Customers with both PASS Basic and PASS+ subscriptions will benefit from substantial savings when they migrate their CS1000 licenses to equivalent Avaya Aura® licenses.
How CS1000 Customers Are Evolving

By taking advantage of Collaboration Pack, as well as credits available via ASIPP and PASS+, enterprises with R7.6 of CS1000 have the option to follow several different paths to evolve their current infrastructure investments:

• Upgrading and gaining the advantages of the CS1000 R7.6.
• Implementing a transition to advanced collaboration using options like the Avaya Collaboration Pack or running Avaya Communication Manager and CS1000 side-by-side.
• Cutting over to an Avaya Aura® infrastructure while gaining the investment credits through the Avaya Software Investment Protection Program (ASIPP).

These options are not mutually exclusive. They can be combined now, or over time. The path that’s right for you will depend on your current release of CS1000 and your objectives.

Here are four examples of organizations that have followed different strategies:

**Support and Grow**

Following a Support and Grow strategy, an enterprise implements R7.6 now to maintain the support, stability and user experience of its current CS1000 TDM infrastructure (including existing TDM-based phones) while establishing the SIP-based core that allows for transition planning.
Example—Major Health Care Center: Reliable telephony is critical in a health care environment. But so are the advanced collaboration capabilities that can help deliver quality care more affordably and effectively. By following a Support and Grow strategy, a major health care center was able to implement R7.6 now, preserving the existing TDM-based user experience while establishing the Avaya Aura® SIP-based core needed to increase security, control and speed of delivery. Life-critical telephony for staff was preserved while planning began on the trial of unified communications capabilities for management.

Targeted Evolution

In Targeted Evolution, an enterprise implements R7.6 and Avaya Aura® Collaboration Pack, maintaining its current CS1000 infrastructure while accelerating its ability to meet the needs of select group of high need /power collaborators with capabilities such as video conferencing and Avaya Flare® Experience.

Example—Networked Enterprise with 3,500 Users: With an aging Octel messaging solution in need of replacement, and a major contact center transition underway, a networked enterprise with 3,500 users was focused on getting high-gain applications more widely distributed in the enterprise. Upgrading to R7.6 enabled the business to maintain the familiarity of the CS1000. Adding the Collaboration Pack made it possible roll out advanced capabilities using Avaya Aura® Session Manager for applications support and interoperability. The next step is to start migrating more users over to an Avaya Aura® environment using G-series gateways and also start planning the re-deployment of the contact center on an Avaya Aura® infrastructure.

Controlled Enterprise-wide Evolution

An enterprise that wants to implement collaboration on a more wide scale basis while preserving its existing CS1000 infrastructure can follow a path of Controlled Enterprise-wide Evolution: upgrading its CS1000 infrastructure to R7.6 while integrating Avaya Aura® Communication Manager side-by-side via SIP. Overall operational expenses will be lowered as the Avaya Aura® infrastructure is effectively a “single instance” of software.

Example—a Large Branch Network: A large branch network looking to deploy collaboration capabilities at select locations chose the Controlled Enterprise-
wide Evolution Path. The company, which was supporting 6,000 users on a network of CS1000s running R5, upgraded the main switch to R7.6 and implemented a second switch side-by-side running Avaya Aura® Communication Manager (integrated via SIP).

- Only the main CS1000 was upgraded to R7.6—that was all that was needed.
- G450s with Survivable Remotes were implemented at the branches for 100% feature availability during outages.
- The Avaya Aura® solution was implemented with new IP phones at a comparable price to the projected CS1000 upgrade costs.
- Existing licenses were leveraged via ASIPP.
- Because the Avaya Aura® infrastructure is easier to manage, only two system admins are needed for the entire network, significantly lowering costs.

**Full Migration to Avaya Aura®**

In some instances, a full transition to a SIP-based core through the Avaya Aura® solution may be the right choice. Especially in the case of an older CS1000 infrastructure (R5 or before), this path makes it possible to get the value now of a SIP-based infrastructure: current operational savings and a platform for future growth.

**Example—Enterprise with a Single CS1000:** An example of the kind of organization that benefits from this is a company that was supporting a single CS1000 running R3. The company replaced it with a SIP-based Avaya Aura® Communication Manager, SIP endpoints (i.e., Avaya Flare® for PC), Avaya Aura® Conferencing and RadVision Scopia solutions:

- Upgrading to an Avaya Aura® solution cost far less than upgrading to latest release of CS 1000
- Used ASIPP to protect software investment.
- Gained immediate efficiencies—only two system admins needed, versus four previously and far fewer than called for in competitive offerings
- Established an enterprise-wide infrastructure for mobility, collaboration
Choosing an Evolution Path

As these examples show: enterprises with existing CS1000 infrastructures have a range of options for evolving to advanced mobility, unified communications and collaboration.

The path that’s right for you is going to depend on managing a range of variables, starting with the current release of CS1000 now operational in your enterprise and your specific business objectives/drivers:

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<thead>
<tr>
<th>Primary Objective/ Business Driver</th>
<th>Evolution Path</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Maintain current CS1000 user experience; enhance support</td>
<td><strong>Support and Grow:</strong> Upgrade to R7.6</td>
<td>Preserve investment, maximize support and gain increased security, control and speed of delivery</td>
</tr>
<tr>
<td>Implement mobility and collaboration capabilities now on a limited basis</td>
<td><strong>Targeted Evolution:</strong> Upgrade to R7.6 with Collaboration Pack</td>
<td>Maintain your existing infrastructure and investment while starting the introduction of the latest collaboration capabilities</td>
</tr>
<tr>
<td>Initiate an enterprise-wide foundation for mobility, collaboration and a more efficient infrastructure</td>
<td><strong>Controlled Evolution:</strong> Upgrade to R7.6 with Avaya Aura® Comm. Manager side-by-side; ASIPP credits</td>
<td>Lower OPEX thru SIP consolidation; maximize control over evolution of users and locations to advanced capabilities</td>
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<tr>
<td></td>
<td><strong>Full Migration:</strong> Replace CS1000 with Avaya Aura® Communication Manager; ASIPP credits</td>
<td>Lower OPEX thru SIP consolidation on Avaya Aura® combined with ASIPP will deliver more benefits at lower cost than staying on CS1000</td>
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Making the Decision to Evolve

Making the move to a next-generation, enterprise architecture is about getting the right capabilities—scalability, resiliency, applications, virtualization—and adapting those capabilities to the specific needs of your enterprise and your market.

Mobility is a huge factor in the growth of unified communications and collaboration. The growing presence of smartphones, tablets and other mobile devices in the enterprise is here to stay. How easy you make it for your employees, partners, suppliers and customers to connect and collaborate using mobile devices increasingly defines who and what you are as a business.

As a result of these and other factors, while enterprises may differ in the timing of their transition to unified communications capabilities, it’s no longer a question of “if” but “when.”

That’s why Avaya has created a range of options that enable CS1000 enterprises to make the move on their terms, on their budget and in the way that enables them to support their overall business objectives. Through its evolutionary paths to unified communications and collaboration, Avaya has you covered.

Trying to precisely predict the future is never a good idea. But creating options that give you the flexibility to respond to a range of different market conditions is always smart. Avaya gives you that flexibility today, with all of the support, reliability and TCO that you’ve come to expect from the global leader in enterprise communications.