



IP Telephony

Contact Centers

Mobility

Services

OVERVIEW

Avaya Modular Messaging Solution



Like most enterprises today, yours is constantly searching for ways to improve business by enabling employees to work faster and make better decisions while lowering acquisition and operating costs.

Avaya Modular Messaging delivers major advancements to help meet those goals, with unique and powerful unified messaging capabilities that deliver tangible benefits:

- Allowing important calls to get to the right person, at the right time
- Alerting employees to critical new messages or appointments
- Providing fast and easy access to all messages and other communications tools
- Lowering the cost of acquisition, implementation, and ownership of your messaging systems through standards-based interfaces that allow easy integration with your networks, administrative systems, and security processes
- Increasing scalability to enable system consolidation — significantly lowering total cost of ownership (TCO) while offering new business continuity options

With Avaya Modular Messaging, the future of IP messaging is here today!

Productivity Enhancements

Avaya Modular Messaging enables quick and effective communication and collaboration across your enterprise, to enhance employee productivity. Using a variety of features and capabilities that the solution offers, your employees can receive and respond to calls and contacts from customers, partners, and coworkers faster and more efficiently than ever before. This helps your enterprise improve responsiveness and take full advantage of revenue generation opportunities.

- **Find Me and Alert Me:** Callers can choose to “find” you, and Modular Messaging will attempt to contact you at one or more designated phone numbers according to your preferred time of day and day of week. Modular Messaging can also alert you to the arrival of new voice mail messages, faxes, and e-mails, based on

message priority, sender, or other criteria that you choose. Your message notifications can be in the form of a phone call, e-mail, or text message, and contain information that you specify, such as the caller's name and number, message priority, time, date, and length of the message.

- Familiar Telephone User Interfaces:** Choosing from among the Avaya Modular Messaging AUDIX®, Aria®, and Serenade®-like telephone user interfaces (TUIs) enables your employees to immediately begin to use Modular Messaging without expensive and time-consuming training. Your administrators have the flexibility to assign a specific TUI to each individual mailbox, or a single TUI across an entire system. Modular Messaging also includes a Common Caller Interface that enables callers to easily skip greetings, end message recordings, and exit the system regardless of their familiarity with Avaya messaging systems.
- Advanced Desktop Productivity:** Avaya Modular Messaging delivers messages through access devices already in use in your enterprise. So in addition to accessing messages from any phone, your employees

can easily get their voice and fax messages on the same PC interface that they use for e-mail, calendars, and task lists. Modular Messaging includes a Web client for browser-based access to messages from any Web-enabled PC, and “add-ins” for access via Microsoft Outlook and IBM Lotus Notes. This allows your employees to fully manage their messages by using a single familiar interface. In fact, virtually any e-mail interface compatible with the IMAP4 and SMTP standards can be used to access voice and fax messages with Modular Messaging.

In addition, for users who prefer a Web interface, Web Subscriber Options allow them to access and manage their mailbox settings from any PC with Web access.

- Best-In-Class Mobility and Remote Access Features:** The ability for employees to work as productively on the road as they do in the office is increasingly important for enterprises, especially for those in sales, services, consulting, and management. Modular Messaging provides a wealth of features such as optional speech access (via Avaya Unified Communication Center), which gives your mobile employees access to desktop tools in Outlook or Notes through simple and intuitive speech commands. Through hands-free speech commands, your employees can:
 - Access and manage their messages (including having e-mails read to them via text-to-speech)
 - Make calls and conference calls by simply speaking the names of the people they want to call
 - Create appointments and manage tasks by using their desktop calendars
 - Allow callers to leave a message or opt to “find” the person they are calling
 - Have complete control over messaging capabilities, to effectively manage their time and priorities
- Self-Service and Caller Applications:** The Modular Messaging Caller Applications feature is a flexible, easy-to-use PC-based graphical toolkit that allows you to provide traditional auto-attendant capabilities to help lower costs and improve customer satisfaction. It also enables you to give callers easy access to information retrieval, call routing to appropriate departments, and other services. The Caller



Applications provide functions similar to the mailbox types available on Octel® 250/350 messaging systems, including Personal Mailboxes, Call Answer Mailboxes, Bulletin Boards, and more. The applications can also route calls according to time of day, day of week, and system-defined holidays.

- **Support for More Users and Callers:** Modular Messaging fully complies with Section 508 and Section 255 US federal requirements for usability by people with motor skill or hearing impairments. This industry-leading solution provides TTY/TDD support for hearing-impaired employees and callers, with multilingual call answering with as many as three languages (including TTY) in a single mailbox.

Modular Messaging and Your Network

Avaya Modular Messaging fits seamlessly into your existing infrastructure and networks to deliver low TCO. In addition to traditional analog and H.323 IP switch integration, the solution now supports Session Initiation Protocol (SIP) — the latest technology for real-time multimedia calls in an IP network, including integration with Avaya Communication Manager.

Modular Messaging provides the configuration flexibility and capacity to meet your needs. Capacities range from four to 240 ports, one to 20,000 mailboxes, and up to 15,000 hours of message storage, depending on your configuration. This global solution also supports international operations with multiple languages (up to 16 plus TTY) per system. Subscribers can select up to three of the supported languages to answer calls.

Modular Messaging is linked to your communications server, your PBX, or the public network via the Avaya Messaging Application Server (MAS). Up to five MASs can be linked to each message storage server. For reliability, an “N+1” configuration can be implemented that allows one or more MASs to be off-line for maintenance or service while others continue to service callers and subscribers. The MAS is also where Web Subscriber Options reside — making management and configuration of mailbox options accessible to the end user via a Web browser.

Modular Messaging gives you the choice of storing messages in the Avaya Message Storage Server (MSS) or in a Microsoft Exchange or IBM Lotus Domino¹ server. The MSS is available in Standard and High Availability modes for the extra reliability of redundant power supplies and hot-swappable RAID Level 5 disk support. The new Avaya S3500 Message Server provides support for both MAS and MSS needs, with increased memory, a faster processor, and more disk space, offering greater scalability per server in a 2U form factor.

With Modular Messaging, you can use a location on your Local Area Network (LAN) for complete backup and restoration of system data and messages, including greetings and recorded names. For added reliability and business continuity in the event of an outage, you can also store messages off-line and provide a common TUI that offers message access to all users.

Regardless of your storage choice, the solution enables unified access to voice, fax, and e-mail messages to improve productivity and time management. Using Avaya Message Networking, Modular Messaging can communicate with the other Avaya messaging systems in your network. It also enables you to link with most voice messaging system brands via industry-standard protocols such as AMIS-analog and VPIM-digital. Modular Messaging itself uses the industry-standard SMTP-MIME protocol to communicate with Message Networking and other standards-based voice, fax, and e-mail messaging systems.

In addition, for enterprises with messaging servers in different locations, Modular Messaging supports multiple time zones — adjusting message time stamps based on default settings or user-specified needs.

Efficient Administration and Migration Capabilities

Modular Messaging administration is easy with the included Avaya Mailbox Manager administration tool — the same tool provided with the INTUITY® AUDIX and Octel messaging platforms. Mailbox Manager uses a simple yet powerful interface for setting up, reviewing, changing, updating, and deleting user accounts and profiles. Interfaces are also provided to the Avaya Integrated

¹ Lotus Domino server support available with Modular Messaging 1.1 only.

Fewer Systems Means Lower Costs

System consolidation is a major cost-reduction initiative in most enterprises today. Reprovisioning multiple individual systems into a single system at a central site can translate into lower capital expenses and lower administration and management costs, while increasing system reliability and service levels with business continuity. Modular Messaging can provide your enterprise with system consolidation benefits through features such as multiple time zone support, simultaneous IMAP connections, and message storage flexibility in a networked switching infrastructure. Ask your Avaya Client Executive or Authorized Avaya BusinessPartner about the comprehensive ROI tool for assessing the savings your enterprise can realize through system consolidation.

Management suite including Avaya Site Administrator, for easy administration of Modular Messaging as part of your Avaya Communication Manager system.

Web Subscriber Options centrally deployed on one of your Message Application Servers helps to streamline IT deployment and reduce costs. The application provides subscribers with access to their own mailbox settings from a Web browser without the time and cost of installing a separate desktop application on every users' PC. Modular Messaging also supports Avaya Directory Enabled Management (DEM). This API enables you to design an interface for centrally managing subscriber changes to both Avaya Communication Manager and Modular Messaging via LDAP integration with your central directory server (e.g. Microsoft Active Directory).

In addition, advanced migration, reporting, and monitoring tools — provided with each Modular Messaging system — help you migrate from existing Avaya messaging platforms, perform system management functions, and check the performance of your Modular Messaging system on an ongoing basis.

A Seamless Evolutionary Path

As voice and data networks continue to converge, standards-based IP messaging — the kind of solution you can get with Modular Messaging — will enable you to:

- Further leverage converged network components
- Drive down TCO
- Take advantage of new IP-based, enterprise-wide distributed messaging architectures
- Lower operating costs and increase system availability

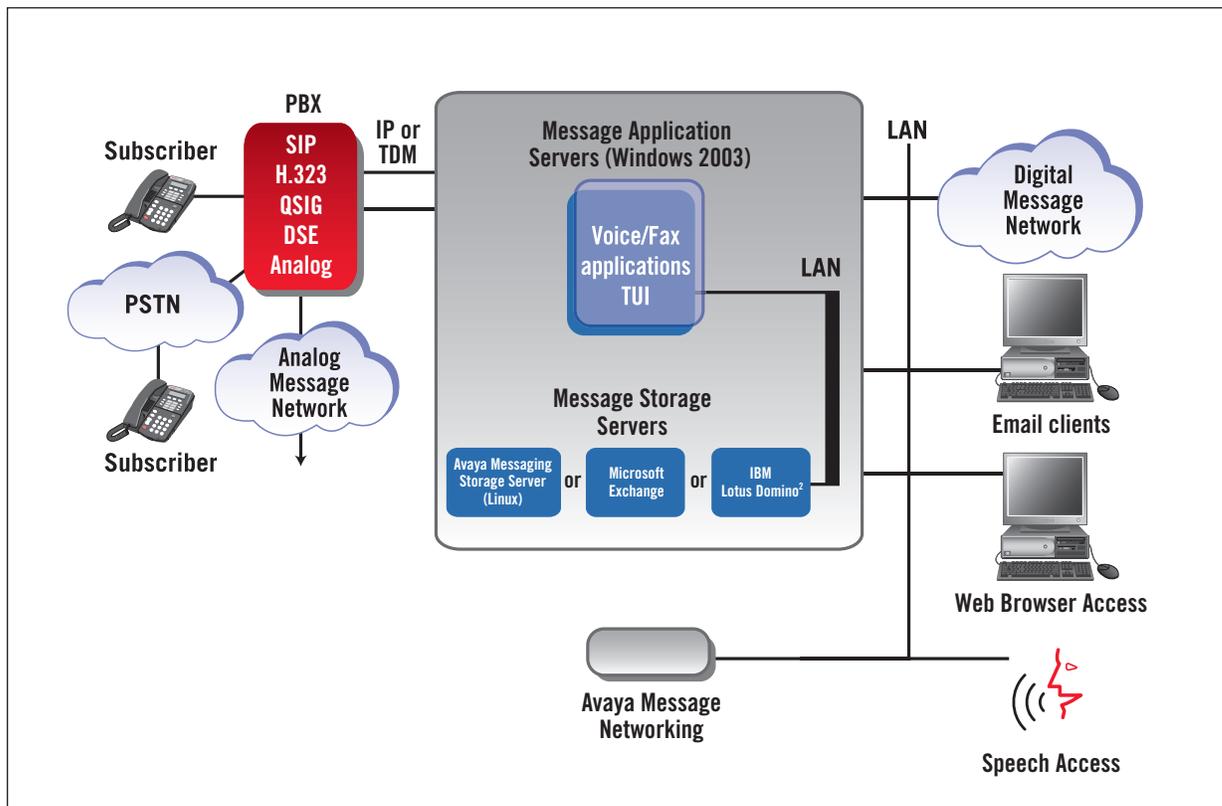
With Modular Messaging, you can start with a traditional voice messaging package, then add multimedia and e-mail access capabilities when you're ready for a unified messaging solution. Ultimately, you can integrate a comprehensive unified communication solution including speech access to voice messages, e-mail, calling and conferencing, calendars, task lists, and more. With the Avaya approach to adding features, capacities, and applications, you can advance your system:

- With minimal user retraining

One Innovative Architecture Supports Multiple Platforms

Avaya Modular Messaging combines Avaya tried and true messaging capabilities within a single, next-generation layered architecture. Modular Messaging enables your core messaging and application layers to leverage your current infrastructure, so you can:

1	Use industry-standard hardware, software, and protocols to help lower costs, improve feature availability, and increase compatibility between different applications.
2	Save valuable investment dollars by separating the costs for application software, core messaging software, and hardware elements. Using industry-standard elements at industry prices can result in cost reductions and a lower cost of ownership.
3	Uncouple system elements to enable expansion into “protocol-agnostic” networking, unified messaging, and unified communication solutions where all elements are layered as needed to create a total solution while preserving your existing capital investments.
4	Have Modular Messaging ride on top of your current (and future) multivendor infrastructure as well as industry-standard platforms and Internet protocols. The solution supports more than 15 PBX integrations from more than 10 manufacturers (and more continue to be added), so you may not need to make changes to your current infrastructure to implement Modular Messaging.
5	Enhance reliability/availability by targeting messaging elements for specific protection through redundancy, disk mirroring, RAID Level 5, hot-swappable components, N+1, off-line storage and access, or other techniques appropriate for the element’s function/task.



- Without having to change-out your existing infrastructure or “forklift” to new network elements
- One step at a time, as your business needs change or as important new technologies and capabilities become available

In addition, the Messaging Migration Incentive Program (MMIP) enables you to gain value from your existing messaging investment by providing trade-in credits on traditional Avaya messaging platforms. The credits are applied toward the purchase of new Modular Messaging systems, at a value of 50% off the standard seat price for new Modular Messaging licenses. Contact your Avaya Client Executive or Authorized Avaya BusinessPartner for more details about the program.

Adhering to Your Security Best Practices

Modular Messaging can be integrated with your enterprise security practices. Its open, industry-standard architecture makes it one of the most adaptable and secure systems available today, with the latest enhancements including LDAP encryption and the ability to survive Denial of Service attacks.

Avaya Global Services or your Authorized Avaya BusinessPartner can provide a variety of security assessment, planning, and implementation services to meet the needs of your enterprise and your toughest security requirements.

² Lotus Domino server support available with Modular Messaging 1.1 only.

Modular Messaging solutions can include any or all of the following software packages:

1	Modular Messaging Message Application: Connects to the voice/fax communication network for call answer, message access, "find me," notification, and message waiting services. Operates on the new Avaya S3500 server, previously purchased Avaya S3400 ³ server, or self-provided Microsoft Windows server (an option when using Microsoft Exchange or IBM Lotus Domino ⁴ for message storage).
2	Modular Messaging Message Storage: Provides message storage, networking, and administration services for the Modular Messaging system, using a choice of Microsoft Exchange, IBM Lotus Domino ⁴ , or the Avaya MSS available in either Standard or High Availability server configurations.
3	Modular Messaging Web Client Software: Provides two Web server client options running on a Microsoft Windows server: (1) subscriber access to voice messages on the Avaya MSS, or (2) subscriber Web access for managing mailbox settings (e.g. greetings, call handling) on the Avaya MSS or Microsoft Exchange.
4	Desktop Client Software: Offers desktop unified messaging available through software add-ins for either Microsoft Outlook or IBM Lotus Notes.
5	Avaya Message Networking: Provides either a mid-capacity protocol bridging system or a high-capacity message routing hub and enterprise list management system to work with existing voice messaging infrastructure.
6	Avaya Unified Communication Center (UCC) speech access: Provides an advanced speech-based user interface for messaging, calling, conferencing, calendars, and more.

To Learn More

Let Avaya help to take care of your messaging needs so you can take care of your business. For more information about Modular Messaging, please contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit avaya.com/messaging. For more about Avaya and other award-winning solutions, visit avaya.com.

³ S3400 no longer shipped/available new.

⁴ Lotus Domino server support available with Modular Messaging 1.1 only.



Technical Specs

Avaya S3500 Message Server	<ul style="list-style-type: none"> From one to five S3500 Messaging Application Servers for the application software (when using the Avaya Message Storage Server). As your port requirements increase, simply add S3500 Messaging Application Servers to accommodate the expansion. The Messaging Application Server can be deployed in an N+1 configuration for greater call answering reliability. From one to ten S3500 Messaging Application Servers (when using Microsoft Exchange as the message storage server)
Common S3500 Message Server Specifications	<ul style="list-style-type: none"> Intel P4 3.4 GHz processor 2 GB system memory Industrial 2U rack mount chassis. Dimensions: 3.5"H x 16.9"W x 26"D
S3500 Messaging Application Server Specifications	<ul style="list-style-type: none"> 80 GB ATA-100 hard drive DVD-ROM Microsoft Windows 2003
S3500 Message Storage Server – Standard Availability Option	<ul style="list-style-type: none"> (2) 80 GB ATA-100 hard drives RedHat Enterprise Linux v4 RAID Level 1 DVD-RAM Up to 1,500/7,500 hours of message storage using G.711/GSM encoding
S3500 Message Storage Server – High Availability Option	<ul style="list-style-type: none"> (4) 73 GB Ultra 160 SCSI hot/swap hard drives RedHat Enterprise Linux v4 RAID Level 5 (2) Redundant hot/swap power supplies DVD-RAM Up to 3,000/15,000 hours of message storage using G.711/GSM encoding (4) Redundant, hot swappable chassis fans
Microsoft Exchange Storage Option	<ul style="list-style-type: none"> Support for single or multiple Microsoft Exchange message stores (customer provided)
Ports/IP Channels	<ul style="list-style-type: none"> 4 to 144 with Avaya Message Storage Server; 4 to 240 ports with Exchange/Domino Tip/Ring, T1, E1, Digital Set Emulation (DSE), IP: SIP, H.323
Users	<ul style="list-style-type: none"> Maximum of 20,000 using Avaya Message Storage Server; 100,000 using Exchange; up to 250,000 networked subscribers
Standard Features & Applications	<ul style="list-style-type: none"> Find Me, Call Me, Notify Me mobility applications Caller Applications IMAP4 or Add-Ins for Microsoft Outlook or IBM Lotus Notes INTUITY AUDIX-like, Octel Aria-like and Octel Serenade-like Telephone User Interfaces (TUIs) Web client for message access (with Avaya Message Storage Server Configurations) Web Subscriber Options TTY/TDD Section 508 & 255 compliance for the hearing impaired Integrated Fax with Avaya Message Storage Server configurations (unified fax supported with Exchange using third party fax servers) Avaya Mailbox Manager (with Avaya Message Storage Server configurations) LAN Backup (With Avaya Message Storage Server) Multi-Time Zone support Migration Services to move system data and messages from traditional Octel 200/300, Octel 250/350 and INTUITY AUDIX (Map 5, 40, 100) message servers. (Provided by third party applications from Unimax Systems Corporation and Mutare Software)

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

AVAYA

COMMUNICATIONS
AT THE HEART OF BUSINESS

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