



# Presence and IM: Reduce Distractions and Increase Productivity

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## 1. Executive Summary

Communications and collaboration via Unified Communications (UC) has become a major tool in fostering greater productivity in the enterprise. Leveraging near real-time communications such as Presence technology and Instant Messaging (IM) is a goal of most enterprise users. In addition, social networks are invading the enterprise and cannot be ignored. Enterprises will need to embrace social networks to help customers and employees communicate and to improve contact center satisfaction.

The communications industry is moving toward integrating multiple forms of media into one cohesive, flexible platform that a combination of disparate platforms cannot deliver. Two components of UC capabilities in this movement are rich Presence information and Instant Messaging (IM). Both, of which, are fundamental components of the Avaya Aura® architecture and the broader UC framework.

Avaya’s vision is to integrate and interoperate with other vendor’s communications capabilities for Presence information and IM outside of the enterprise network. The Avaya Aura® platform is designed to integrate with third party platforms, not to block their use.

The average user has two or more communications devices and networks operating simultaneously. Presence information can be delivered about a person, organization, knowledge expert or an enterprise function. Presence and identity are the glue that connects people and collaborative experiences to drive accelerated business processes. Avaya Presence technology aggregates these devices and networks into an efficient enterprise communications solution.

Instant Messaging (IM) has become a ubiquitous business communications medium. This trend was primarily driven by employees using consumer applications at work, rather than being provisioned by corporate IT departments. Tens of millions of today’s consumer IM accounts are being used for business purposes by enterprise employees and other organizations.

## 2. Why Care About Presence and IM

Communications and collaboration are integral parts of business processes. UC delivers improved business processes thereby increasing revenue, customer satisfaction and reduced employee costs. IM, part of UC, has been available in multiple forms for several years. One of the values of IM is the buddy list and the ability to learn of another's availability status, which is called Presence.

Presence is the ability in real-time to learn the availability of an intended communications contact. An early example of how Presence manifested itself was the busy lamp field on a telephone where a user could, at a glance, determine if a phone was in use and make the assumption that the person using that line was not available. Today, many people identify Presence as the status indicator within an IM client.

The real objective of Presence is to identify an individual's availability and willingness to participate in a communication. This is difficult to ascertain at any given point in time. Hence, device or application status is often used as a proxy. The more indications that can be gathered, rationalized, and aggregated, the more reliable will be the Presence indication. The most comprehensive Presence solution would integrate all the devices and services used by the intended contact whether on or off the enterprise's network, which is the Avaya vision. This is especially helpful if the two communicating parties are in different locations. The employee can quickly locate the other person by accessing an interactive directory, begin with a text messaging session and then migrate the session to a voice call, or even a video call. Presence would also inform the users of the media available for this session.

Contact center agents and helpdesk personnel frequently cannot provide the information to an enterprise customer without the help of a supervisor or expert. With the use of Presence, the contact center agent can locate the right specialist or expert who can respond to the customer quickly. Presence does not have to describe a specific person - it can also identify a knowledge base or function name where the first available expert can respond to the caller. This would eliminate keeping the customer on hold or requiring a call back, therefore, improving customer satisfaction and driving overall contact center productivity through a single interaction with the customer. These are called Personal Productivity improvements.

Organizations can also improve business processes with Presence and IM. Presence can be integrated with an application that can automatically - without human intervention - locate the right resource presently available. This places Presence directly into the business workflow. Applications can also be written to create automatic IM replies.

IM is the most widely used application of Presence technology. IM users determine in near real-time who is available for a conversation and what communication device the person has access to at the time. This increases the workflow and collaboration capabilities available to employees. IM supports the immediate receipt of an acknowledgment or reply. IM can also include other features which have increased its popularity such as support for point-to-point voice calls and video chat sessions.

Presence and IM productivity possibilities are focused on near real-time communications, reducing wasted time, increasing employee efficiency, improving customer and employee relations and streamlining communications.

IM is near real-time, e-mail is delayed delivery. Presence instantly informs the employee of the availability status of others especially when using IM. The benefits of Presence are displayed in the Presence Benefits table.

### Presence Benefits

Who Benefits	Benefits
<b>Executive</b>	Provide continuous availability status for employees, customers and shareholders whether stationary or mobile
<b>IT staff</b>	Ability to locate staff and change assignments in real time
<b>Financial service staff</b>	Ability to locate expert resources Determine customer availability
<b>Sales person</b>	Know the status of sales support and marketing staff Locate and communicate with customers through the best available communications media
<b>Customer service/ contact center</b>	See the status of internal specialists and experts and access them while in parallel contact with Customers Determine supervisor and manager access potential
<b>Traveling/mobile users</b>	Locating the right individual Instantly learn the user's communications availability
<b>Consultants</b>	Ability to locate expert resources Determine customer availability
<b>Internal experts</b>	View the communications status of internal specialists and experts
<b>Distributed work groups</b>	Ability to know the communications status of team members and the team leader
<b>Team Leaders</b>	Ability to assemble meetings and communicate assignments through multiple communications
<b>Decentralized help desk staff</b>	See the communications status of internal specialists and experts

## Market Dynamics

The market dynamics driving the development and adoption of Presence and IM are:

- Collaborative communications has become inherently multi-modal with users and customers wanting to move seamlessly between IM, voice, video, e-mail, social media and more.
- Video and integrated experiences are starting to drive a greater embedded adoption of Presence and IM for broader “non-technical” collaboration users.
- Organizations are moving away from “standalone IM” to integrated UC and collaboration clients, where the overall solution architecture becomes key.
- Customer demand has grown to incorporate mobility capabilities and, going forward, also tablet devices into the same enterprise environment.
- Contact centers are being driven to multi-modal and social networking integrated solutions by changing demographics, loyalty issues and economic competitive dynamics.
- Contact centers deploying IM rapidly get over the fears of agent distraction and are driving improved first call resolution and response quality.
- Microsoft and IBM’s influence in the UC market place has exposed Presence and IM to more enterprises. Because of Microsoft’s desktop leadership, the evolution to Microsoft Lync has stimulated many enterprises to consider UC functionality. However, Microsoft does not integrate well with other platforms.
- Social Networks impact the enterprise. In the past, employees almost exclusively used enterprise provided communications devices and platforms. Integrating Presence and IM from social networks is becoming of interest to the enterprise. Just look at the numbers.
  - Facebook has over 750 million active users.<sup>1</sup>
  - LinkedIn, the professional social network, has over 100 million users.<sup>2</sup>
  - MySpace and YouTube also have tens of millions of users.
  - Approximately 140 million tweets are sent every day.<sup>3</sup>
  - Many social network users are also on mobile devices. At the end of 2010 there were 5.3 billion mobile users worldwide.<sup>4</sup>

<sup>1</sup> Facebook (<http://www.facebook.com/press/info.php?statistics>)

<sup>2</sup> LinkedIn (<http://blog.linkedin.com/2011/03/22/linkedin-100-million/>)

<sup>3</sup> Twitter (<http://blog.twitter.com/2011/03/numbers.html>)

<sup>4</sup> mobiThinking (<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>)

### 3. Avaya Presence and IM Strategy

Avaya is unique in its approach to Presence and IM. Rather than forcing the enterprise into a single platform, Avaya believes that no vendor should force its customers into a one size fits all solution. Avaya incorporates multiple forms of communications and collaboration platforms and services into a single solution that adapts to what is already in use by the customer. Avaya then enables customers to integrate these tools for use through integrated Presence and IM.

To accomplish this goal, Avaya delivers:

- Contextual collaboration with deep integration of Presence and IM into many clients, devices and applications covering office and mobile locations
- Intelligent decision making about routing, responses and triggered actions that leverage Presence and other contexts to maximize productivity
- Open standards support and interoperability with many environments including, Microsoft, IBM, the Extensible Messaging and Presence Protocol (XMPP) SIP/SIMPLE, community and more

### 4. Avaya Presence and IM Product Overview

#### Avaya Aura® Presence Services

Avaya Aura® Presence Services is a multi-protocol, open standards based (SIP/SIMPLE and XMPP), Instant Messaging (IM) and Presence high-performance enterprise platform architected to collect, aggregate, and publish Presence from and to multiple sources and clients, serving as the common collection/distribution point for this information. In addition to serving clients and collecting from sources across the Avaya portfolio, with its standards based philosophy, Avaya Aura Presence Services is architected for expansion into other Presence and IM environments.

#### Presence and IM Core Architecture

Avaya has developed a series of architecture components to support Presence and IM. The architecture, shown in the following diagram, offers a range of enterprise business and contact center capabilities, that extend across the Avaya Aura® architecture including Avaya Aura® Communication Manager and the Avaya CS 1000.



Avaya Aura® 6.x does more than unify, it presents a truly collaborative communication environment. With Avaya Aura 6.x, customers are able to support unique business collaboration capabilities, have improved integration to third party solutions and have more universal support for IM and Presence information exchange. It can expand to a larger number of users, increased number of SIP trunks and Presence agents.

Avaya Aura® 6.x does not force the enterprise into a single platform. Avaya believes that no vendor should force its customers into a one size fits all solution. Avaya incorporates multiple forms of communications and collaboration platforms and services into a single solution that adapts to what is already in the market. Presence is often seen as a powerful feature but complex feature, which is hard to secure and integrate across applications across the enterprise network and too dependent on vendor to vendor data transfer. Presence, as Avaya has defined it, does not need multiple applications from various vendors to make the pieces work together.

### Avaya End User Clients

Avaya one-X® Unified Communications Clients deliver a software-based user experience for consistent, enterprise-wide mobility and collaboration. Users can work from anywhere, using virtually any device including desktop and laptop computers, Android smartphones, Apple iPhones, Blackberrys, and Windows devices. This anywhere-anytime access to communication and collaboration tools can help enterprises lower expenses, increase productivity, enhance business continuity, and streamline customer support.

Avaya has a range of products available to support Presence and IM. The comprehensive and flexible Avaya portfolio includes the Avaya Flare® Experience, Avaya one-X® Communicator for Apple and Microsoft-based computers, Avaya one-X® Mobile for mobile phones and 9600 series IP phones.

### Avaya User Clients

User Clients	Description
<p><b>Avaya Flare® Experience</b></p> 	<p>Makes it easy for non-technical workers to rapidly collaborate across multiple media through a simple touch-based “spotlight” metaphor, with consistent context, content and presence for voice, video, instant messaging, email, web and social media.</p>
<p><b>Avaya one-X® Communicator</b></p> 	<p>A rich desktop UC client fully integrating Instant Messaging and multi-modal Presence.</p>
<p><b>Avaya one-X® Mobile</b></p> 	<p>Presence integration allows workers to view and control presence while mobile.</p>
<p><b>Avaya 9600 Series Deskphones</b></p> 	<p>Supports on-screen presence indication for users in a contact list speeding up calling operations.</p>

## Expanded Communications beyond the Avaya Borders

Avaya can implement communications-enabled business applications and processes using Avaya and select third party network communication systems. Multi-modal presence and communication services including IM, telephony and video can be integrated into multi-vendor business applications such as IM clients, web portals, Customer Relationship Management (CRM) and Business Process Management (BPM) to improve productivity and enhance customer service. Avaya Aura® Presence services can understand that a given user may have multiple connection profiles and deal with them appropriately.

For example, Avaya Agile Communication Environment™ (ACE), a business application platform, provides client-side integration to the Microsoft OCS client exposing telephony presence and Avaya Aura® real-time communication services to the Microsoft clients while preserving a Microsoft client user experience and using Microsoft for desktop presence services such as calendar and Instant Messaging. This is an alternative choice to server-level integration requiring use of both Microsoft and Avaya clients, for customers who want to standardize on Microsoft clients on PC desktops but leverage their existing network communications system. Client side integration also means that Business Productivity Online Services (and Office-365 with Lync) hosted configurations are also supported. Similar client side integration is also available for Microsoft Office and Internet Explorer (without OCS/Lync).

Another example is Avaya ACE integration to IBM Lotus Notes and Sametime enabling automatic call routing decisions to be made based on IBM presence state changes as well as passing multi-vendor voice and video presence to the IBM IM client. The enterprise will be able to pass calendar information from Exchange to Avaya Presence server clients.

## The Contact Center

Avaya one-X® Agent and Avaya Aura® Agent Desktop provide flexibility and easy access to other agents, supervisors and experts but also enable administrative control and grouping experts into skill groups. Presence is integrated into the contact list so users can see Automatic Call Distributor (ACD) state, telephony and IM presence, and then quickly click to contact the right resource and easily escalate that contact to IM, voice or video. Supervisors have a communications client with a consolidated view of their team and the ability to monitor, coach, desktop share, send broadcast messages, or even remotely log out an agent. Supervisors can also remotely view the work log of any agent on their team because desktop events are logged to enhance existing monitoring, recording and reporting capabilities.



## Avaya Agents

Applications	Descriptions
<b>Avaya one-X® Agent</b>	A specialized fit-for-purpose client for contact center agents featuring Presence and IM plus pre-recorded agent greetings, real time display of contact center status indicators, reason codes, and screen pop capabilities
<b>Avaya Aura Agent Desktop</b>	A multi-modal contact center client that incorporates Presence and IM and many other features of one-X Agent.

## 6. The Avaya Vision

The Avaya vision is based on open standards, communications-enabled business systems and effective, contextual, real-time communications. Using Session Initiation Protocol (SIP) organizations, large to small, can make smooth transitions to new capabilities at their own pace while protecting existing communications investments. Avaya communications-enabled business systems help streamline business processes by injecting real-time communications where they can provide value. Users are able to be more effective by having access to information based on the context of the task at hand.

Open standards means that a true unified system must be able to integrate legacy functionality, industry leading collaboration services and key solutions developed by third party developers. Avaya Aura 6.x is designed to meet open standards and to support those third party applications already use as value additions for business solutions.

The Avaya Aura platform is designed to integrate with other vendor's platforms and can now deliver this capability within an enterprise's network. The Avaya vision is to integrate and interoperate with other vendor's communications capabilities, Presence information and IM outside of the enterprise network.

For more information, please contact an Avaya Account Manager, or Avaya Authorized Partner, or visit [www.avaya.com](http://www.avaya.com).

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

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