



The Power of We™

## Benefits of the Avaya Collaboration Pod

- Simplifies your data center environment through a pre-packaged turnkey approach
- Enables rapid deployment of new solutions while optimizing application performance
- Takes advantage of best of breed components from multiple vendors
- Consolidates and simplifies device management through a single orchestration system
- Decreases mean time to repair through a single support contact
- Enables faster turn-up of new services and applications within a virtualized Data Center

# Reduce your Total Cost of Ownership with Avaya Collaboration Pod

## Converged Systems - A Rapidly Growing Market

Corporate IT organizations are under constant pressure to do more with less and to stretch their resources to achieve greater efficiencies. Server (or application) virtualization is a recent example of how IT has leveraged a new technology that led to huge efficiencies in the data center – increasing agility, consolidating workloads and lowering operational costs. However, the full potential of virtualization is only realized if coordinated across the underlying compute, server and networking technologies within the data center.

A converged or “full stack” solution can help realize this potential and is another recent innovation further aiding IT in their quest for greater efficiency.

A disarmingly simple concept combining sophisticated engineering under the hood, a converged system solution pre-packages and integrates all components of the stack – compute/servers, virtualized applications, data storage, networking, and the

management software. This approach

“right sizes” and optimizes the required technologies to allow rapid deployment of a complex data center solution for a specific service or application.

With these benefits, it is no surprise that the converged systems market is rapidly growing. According to IDC, overall spending on converged systems is growing at a compound annual growth rate (CAGR) of 54.7% and will grow from \$2.0 billion in 2011 to \$17.8 billion in 2016. Already, more than one-fourth of organizations are using or planning to deploy a converged infrastructure solution—and adoption rates are projected to reach over 40% by 2015. IDC states that “[t]he use of converged systems as an alternative to traditional procurement and delivery models will continue to be one of the most important developments in the evolution of the IT infrastructure market.”<sup>1</sup>



## Accelerating Time to Deployment, while Optimizing Performance

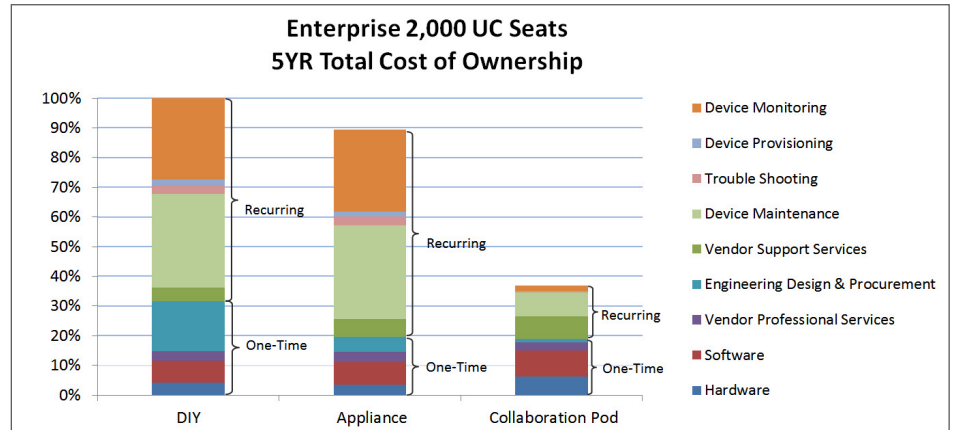
A converged system solution brings many benefits, but most obvious is its ability to accelerate time to service. By pre-packaging all the required technology elements, it eliminates the need to cable, configure, test and integrate the various components. This can dramatically cut procurement, engineering design and deployment times. In fact, user surveys have found that converged stack solutions can cut time to market in half for new services deployments. And utilization, reliability and performance of the entire converged stack is optimized in the process.

## But Does it Really Save Money?

But does a converged stack solution actually save money versus more traditional “Do-it-Yourself” (DIY) approaches? The initial capital outlay for a converged full stack solution, such as Avaya Collaboration Pod, can (and generally does) run more than a “do-it-yourself” or appliance-based approach. So, even though the time to service benefits of a converged stack solution may be clear, whether the time saved outweighs the additional upfront capital expenditure may not be so obvious. Yet, if a full analysis is undertaken, the longer term cost savings become more apparent.

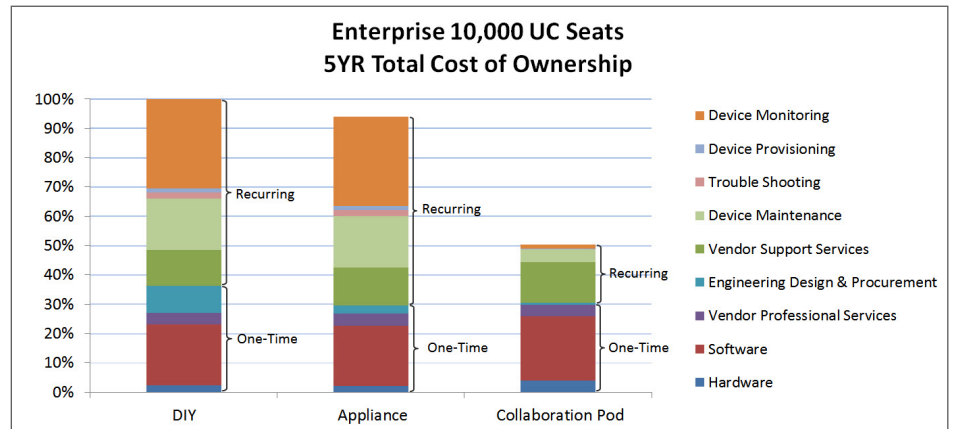
## Cost Modeling over 5-year Period Demonstrates the Full Savings

By modeling the operational and capital expenses, a converged system such as Avaya Collaboration Pod can be shown to deliver more than a 50% savings versus DIY and appliance-based approaches over a 5-year period. This level of savings can be realized across a range of deployment sizes – either smaller 2,000 or larger 10,000 user deployments – and despite the fact that initial acquisition costs (hardware and software) of a converged system solution generally run more than DIY or Appliance options. Bottom line, the longer-term operational savings of a converged solution, such as Avaya Collaboration Pod, more than outweigh the higher initial capital outlay.



The relative savings can be seen in the chart above that compares a Collaboration Pod for 2,000 users versus similar DIY and Appliance approaches for Avaya Aura with the same number of users. Total one-time and recurring costs for Collaboration Pod are less than 40% the costs of a DIY solution and half that of an Appliance solution.

Similar cost advantages are also realized in a 10,000 seat deployment as shown below where total costs for a Collaboration Pod solution are about half that of the DIY approach. In all cases, the majority of Collaboration Pod savings are realized through reduction in operational or recurring costs.



### Assumptions/Definitions:

Comparisons were done looking at a 2,000 and 10,000 user Avaya Aura® UC deployment. The DIY approach assumed all equipment (e.g., servers, networking, storage etc.) was purchased separately and Avaya Aura VE software was installed on virtualized servers by the user. The Appliance approach also assumed separate hardware purchase, but with Aura software on dedicated server appliances. Collaboration Pod reflects the Avaya Collaboration Pod with Aura software. IP phones were not included in the hardware costs. Software licenses, Avaya Support and Professional Services costs were calculated for each approach – using standard discounts.

## Breaking down the Cost Elements

Although these models show that the initial hardware and software costs of the Avaya Collaboration Pod can run higher than more traditional DIY and Appliance approaches, the operational savings of a converged stack approach, over time, ultimately outweigh these initial acquisition costs. In fact, the total savings as shown in the table below can amount to millions of dollars. These savings are realized in a few but very impactful areas.

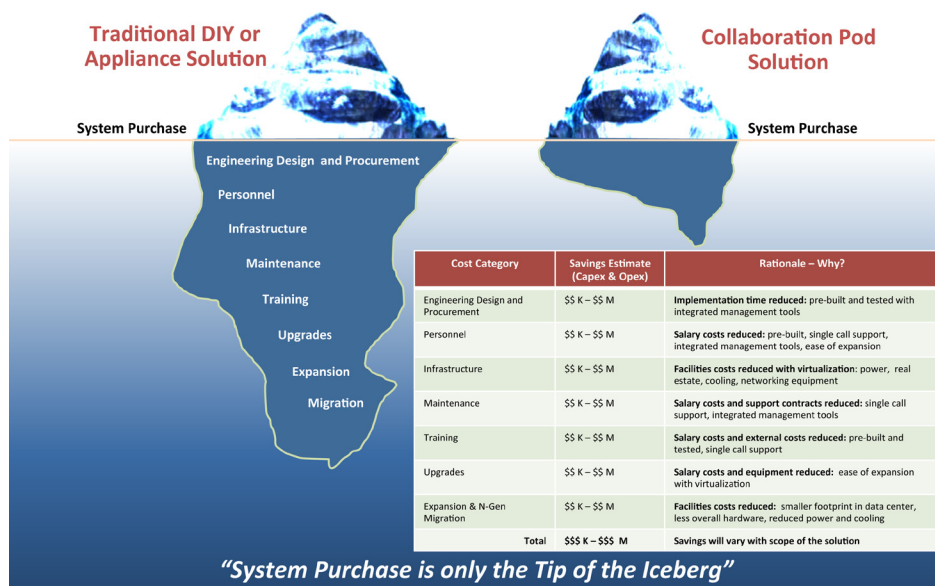
Total Savings over 5 Years	
Collaboration Pod vs. DIY	Collaboration Pod vs Appliance
\$1.9m - \$2.7m	\$1.6m - \$2.4m

Dollar amounts reflect modeled range of savings across 2,000 and 10,000 UC seat deployments.

**Engineering Design & Procurement:** This is most commonly identified as the prime area of cost savings for a converged system solution. By minimizing or eliminating the many steps required to design, purchase, integrate, test and deploy products from multiple vendors, a converged stack solution like Collaboration Pod not only generates considerable savings, but also speeds deployment. In fact, Collaboration Pod costs in this area are as much as 90% less than a DIY approach - which requires IT not only to purchase and install multiple products, but also requires design integration to optimize UC application software for a virtualized server environment. With technology bundled, IT will also more immediately enjoy the optimization of the overall infrastructure.

Avaya Collaboration Pods are turnkey solutions consisting of virtualized compute, storage, networking and management components all fine-tuned to deliver maximum performance of Avaya applications over the underlying data center infrastructure. With fully integrated management and single support contact, the Collaboration Pod enables rapid deployment of a converged stack consisting of virtualized UC applications and services, storage and networking, all while simplifying the task of running best-of-breed products from multiple vendors.

## Breaking Down the Savings



**Staff to Monitor & Maintain Equipment:** The additional labor costs required for DIY and appliance-based approaches may not be immediately obvious. But the purchase, installation and monitoring of equipment from multiple vendors requires additional staff to manage these separate infrastructure components. And specialized expertise is needed to administer each of the various compute, storage and networking technologies. This staff cost can be minimized with a converged solution. Bottom line, less IT staff is required to manage and operate a converged solution.

**Infrastructure Management:** DIY and appliance-based approaches require that IT teams allocate space, facilities as well as use separate management systems to administer the various compute, storage and networking resources. In the long run, this increases complexity and operational costs. One key way that the Avaya Collaboration Pods minimize long term costs is by bringing all the elements under a single orchestration layer which manages all Pod components through a single interface. Layered dashboards make health monitoring, diagnostics, performance, and reporting tasks easier. And this simplified, streamlined management environment not only increases efficiency and collaboration between server and networking teams, but also leads to significant operational savings.

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The Avaya Pod Orchestration Suite provides the single interface for managing all Collaboration Pod components and is arguably the most important element in simplifying the operational complexity and reducing the ongoing costs of managing the complete stack. This powerful suite of tools provides single sign on, a consistent look and feel, fault and performance dashboards, and a physical view of the Pod with “drill-down” into specific Pod components.

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## About Avaya

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

## Summary

Managing the corporate IT infrastructure has long centered on the challenges of getting the pieces—applications, servers, and networking—to work together. With a converged stack solution such as Avaya Collaboration Pod, this challenge can be taken care of ahead of time and behind the scenes. It becomes immensely easier to procure, deploy, update and manage the complete solution stack, while minimizing the long terms costs. This can rescue corporate IT staff from the task of just “keeping the lights on” while maximizing their business value.

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<sup>1</sup>IDC Worldwide Converged Systems 2012-2016 Forecast: Adoption Fueled by Faster Time-to-Market Concerns

