Unified Communications: The next killer application for the cloud?

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The Market Today
Addressing the Challenges

• MacroEconomics
• Mega-trends
  – Mobility
  – Cloud
  – Social Networking
• Complexity
• Outsourcing
  – Trust
  – Multi-tenancy
The Era of Collaboration

Collaboration is...

- Real Time
  - Voice
  - Video
  - Data
- Mobile
  - Any Access
  - Any Device
- Seamless
  - Auto-recognition
  - Adaptive Environment
- Omnipresent
  - Person ↔ Person
  - Application ↔ Network
  - Network ↔ Operator
  - Enterprise ↔ Carrier
The World of Collaboration

Imagine a world where...

• Travel budgets can be slashed in favor of virtual face-to-face meetings
  – And those meetings are based on presence but independent of device and access
• Virtual white boards and desktops can be shared with colleagues around the globe
• Your network IM’s you to let you know about an issue
  – And you can engage in an interactive chat with the network to resolve that issue
• Your network recognizes the devices and applications that connect to it
  – And it adapts based on corporate policy…without human intervention
• Your applications reach seamlessly into your Service Provider’s network for resources before impacting user experience
  – And they retract just as quickly when those resources are no longer required

This is the world of collaboration.

AVAYA
The Power of We™
Driving Change

Always-On
Access to Applications & Services Anytime from Anywhere on Any Device

Consumerization of IT
Enterprise-grade Performance on Consumer-grade Devices

AVAYA
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The “cloud” should be nothing more than a way of abstracting the user experience from the underlying technologies.

…and that experience should be Collaborative
Data Center Evolution

Cloud Computing
Applications can be turned on anywhere on demand
Application delivery location is transparent to end users
Inter-Cloud Connectivity – Private/Private, Private/Public

Realizing the Full Potential of Virtualization
Creating a closer tie between application virtualization and network virtualization
Moving to full north/south, east/west virtualization

Shifting the Focus to Visibility & Manageability
Network management becomes more crucial with virtualization – tools are needed for effective operations
Business is at risk without proper visibility into the network
Virtualized Network Architecture

Customized for CaaS

Network Access Control authenticates Users/Devices/Applications & assigns appropriate VLAN/QoS and Virtual Network
Creating a Community Hybrid Cloud Extension

- Elastic Resources
  - Real Time
  - As needed or Transitional
- Data Control
  - Data v. Application
  - Storage
  - Security
- Branch/Remote
- User Experience
Solution

- Ethernet Routing Switches
- Wireless LAN
- Network Access Control
- Video Conferencing Systems
- Desktop Video Solution
- Collaboration Server

Business Value

- The high-performance data network supports core business processes and EMR system that is delivered wirelessly to mobile computer units
- Cost efficiencies with green power savings and ease of management
- Enhanced collaboration and productivity
- Competitive advantage, to attract/retain the best physicians
- Communications capabilities to help ensure world-class patient care

“The stability, reliability, and ease of management that we have with the…network are essential to our success in all aspects of patient care because so much of it is now handled on the go, electronically instead of on paper.” Dean Pang CIO, Hawaii Medical Center
Coastal and Mountain cluster 48Km apart
Being deployed February 2012
Summary

• UC in the cloud brings forward a number of advantages
• Huge implications on the underlying network
  – Network fabric that is application-aware
• Management and operations tools critically important
• Private cloud with evolution to hybrid cloud models