

# Polycom Delivers End-to-End Avaya-Ready UC Solutions

## Polycom's comprehensive voice & video solutions for core Avaya UC platforms



Polycom has a heritage of providing customers with the ability to communicate without boundaries through standards-based, open collaboration solutions. As the cornerstone of our Polycom Open Collaboration Network® strategy, we deliver an innovative portfolio of high-quality, platform-agnostic voice and video solutions that interoperate with the leading UC platforms, providing flexibility and protecting the investments of our customers. We are pleased to be a founder of the Unified Communications Interoperability Forum (UCIF) and support its mission to promote interoperability throughout the UC industry.

[www.ucif.org](http://www.ucif.org)

As the workplace becomes more and more dynamic, businesses are adopting communication strategies that are increasingly flexible and focused on unified communications (UC). An integrated UC infrastructure underlies individual IT components and allows organizations to create UC environments in which, for example, phones can call video units and instant messages (IMs) can escalate into real-time collaboration sessions so users can seamlessly work with any communications mechanism available to them.

In this way forward-leaning organizations are making better-informed decisions and accelerating their core business processes to better anticipate the needs of their colleagues and customers. Polycom is at the cusp of this business transformation, offering a broad solution that works with powerful Avaya call control platforms to provide the best in voice and video. Avaya, with its leadership in UC and corporate telephony systems, and Polycom, with its leadership in UC voice and video, are offering their customers best-in-class solutions with broad coverage in the market.

### **Polycom UC Solutions Are Tested and Proven for Interoperability with Avaya**

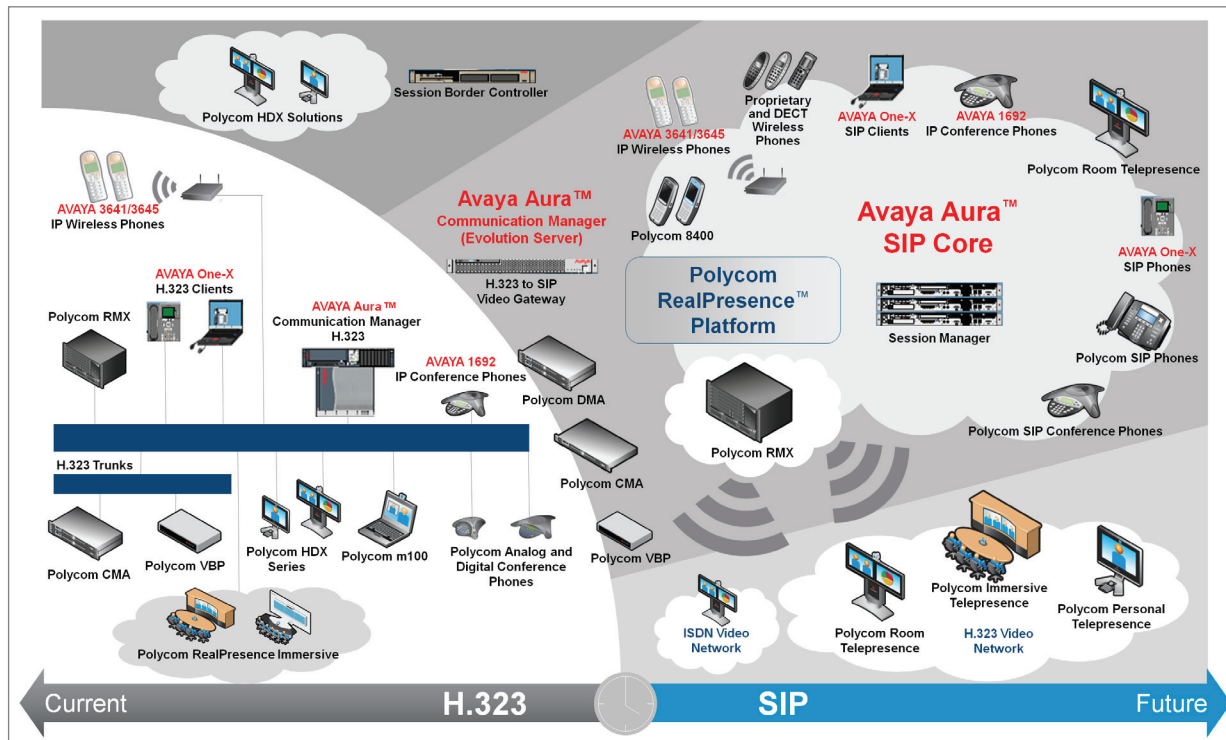
Polycom delivers tightly integrated UC solutions for Avaya environments so users have easy access to powerful, productivity-enhancing tools while their organizations' technology investments are protected through established standards and open interoperability. Polycom brings its high-quality, scalable voice and video communication solutions to a range of Avaya platforms including Avaya Aura®, Avaya Communications Server, and Avaya IP Office. Polycom is a long-standing Platinum member of the Avaya DevConnect Program—with 36 DevConnect-certified solutions. All Avaya-Ready Polycom solutions are tested and documented by Polycom and Avaya development teams for interoperability with leading Avaya platforms. In addition, Polycom solutions are supported by Polycom and Avaya service teams for performance with Avaya UC platforms, giving our joint customers—enterprises, government, educational institutions, and health care providers—peace of mind.

Polycom solutions also have many routes to market for Avaya environments, including an OEM relationship for Polycom conference and wireless phones, managed solutions for Polycom via Avaya Operations Services, and distribution through a strong global channel of partners jointly certified in both Polycom and Avaya solutions.

### **Powerful Partner Ecosystem**

Integration efforts with Avaya support the Polycom® Open Collaboration Network® strategy, providing an open and interoperable collaboration solution that gives customers greater flexibility and investment protection. The powerful Polycom Open Collaboration Network partner ecosystem leverages the organizational strengths of each partner, so customers are assured best-in-class solutions, whether they are evolving their existing UC strategy or starting from the ground-up.

## Most Comprehensive Voice and Video Solution for Avaya Aura UC Environment



*Polycom Solution Architecture for Avaya Unified Communications Environment*

By working with Avaya and other leading UC platform providers, Polycom delivers its productivity and cost-saving telepresence, video, and voice collaboration solutions as an integrated part of core UC environments, thereby making the technologies easily accessible as part of everyday workflow.

The standards-based Avaya and Polycom solutions portfolios also interoperate with a variety of other market leading UC providers, so that if, for example, a customer has an existing IBM or Microsoft UC instant messaging system, the Polycom and Avaya solution will work in the context of that solution—Avaya providing call control, Microsoft providing instant messaging and presence, and Polycom providing voice and video.

### Why Polycom for Avaya UC Environments

- Polycom delivers everything from wireless voice to scalable video infrastructure for Avaya communications platforms.
- Polycom solutions are tested, certified, and supported for performance with Avaya solutions. Polycom is a long-standing Platinum member of the Avaya DevConnect Program with with 36 DevConnect-certified solutions.
- Polycom’s standards-based solutions perform across a range of Avaya platforms, including Avaya Aura, and integrate with other leading UC solutions, offering customers choice and investment protection.
- The Polycom RealPresence™ Platform delivers highly scalable and reliable enterprise-quality video over the broadest range of protocols and codecs (TIP, RTV, H.264, H.263) and networks (H.323, SIP, ISDN, 3G/4G) for universal collaboration.

### Adopting the Telephony Ease-of-Use Paradigm to UC

Polycom solutions for Avaya platforms are based on the telephony ease-of-use paradigm, making familiar features like single dial plans, hold, and call forwarding available not only to network phones, but also to video endpoints.. Presence is applied to each endpoint so people know when and how to reach their colleagues. By integrating Polycom’s voice and video solutions to platforms like Avaya Aura® Communication Manager and Session Manager, customers also benefit from single directories, built-in bandwidth management, and call admission control (CAC).

### Polycom Supports Avaya’s Legacy and Next-Generation Environments

With the introduction of the Avaya Aura portfolio, Avaya has put its focus on the highly scalable SIP standard—the most functional common denominator between different types of protocols that interconnect a UC solution—voice, video, and instant messaging. However, the vast majority of video networks are based on the H.323 protocol supported by the Avaya Aura Communication Manager IP PBX. . To support existing Avaya customers and new Avaya Aura SIP-based environments, Polycom voice and video solutions have been tested for interoperability to perform with both Avaya Aura Communication Manager (H.323) and Avaya Aura Session Manager (SIP) platforms.

Avaya Aura provides the common IP infrastructure for the integration of video and voice to deliver a common experience and full telephony functionality regardless of device type. The single network framework also simplifies enterprise-wide deployment, management, and use of converged voice and video.

*“By offering compliance testing to the many innovative companies like Polycom who are members of our DevConnect program, Avaya promotes fully interoperable solutions that help businesses unleash powerful new possibilities.”*

*Eric Rossman Vice President, Developer Relations and Technical Alliances, Avaya*

### Polycom UC Solutions for Diverse Avaya Platforms

Polycom solutions are also certified for interoperability across a range of Avaya and former Nortel platforms, so whether an SMB business has Avaya IP Office or a large government entity has deployed the Avaya Communication Server 2100 in their data center or Communication Server 1000 in a branch location, Polycom offers solutions that are tested and ready to work with that platform. Customers leverage Polycom cross-platform support as they migrate from one Avaya solution to another as their business develops.

### Avaya Aura and Polycom Solution Components

Avaya Aura Communication Manager and Avaya Aura Session Manager

- Avaya Aura Communication Manager is the industry-leading IP telephony solution on which thousands of businesses rely for robust, reliable and intelligent communications for voice and video.
- Avaya Aura Session Manager brings together trusted real-time communication performance and reliability associated with Avaya Aura Communication Manager, with a revolutionary, enterprise-wide SIP architecture that enables scalability, presence, and reduced hardware—so customers can create their UC infrastructure based on a standards-based scalable platform. Session Manager leverages the latest release of Communication Manager software, providing a seamless upgrade for existing customers.

### Comprehensive Polycom Voice and Video Solutions for Avaya Aura and Other Leading Avaya Platforms

- **Voice.** Polycom delivers a range of voice options for Avaya environments, from desktop phones engineered to deliver a superb voice experience and business media phones, that unify voice, video and applications, to conference phones which offer stunning performance and flexibility for nearly every type of room.
- **Wireless.** Polycom wireless options for Avaya customers help improve productivity and responsiveness for on-site mobile professionals. Whether deploying a Polycom SpectraLink® solution on a converged Wi-Fi network or a Polycom KIRK® solution on dedicated DECT infrastructure, Polycom features the industry's most rugged, reliable, and application rich handsets custom designed for the needs of a wide range of vertical markets.
- **Video and Telepresence.** Polycom RealPresence immersive, room, and desktop video solutions for Avaya include Polycom fully immersive telepresence solutions, Polycom HDX® high definition conference room and desktop solutions, which



*The Polycom® Open Telepresence Experience™ (OTX™) Solution*

deliver powerful visual communication capabilities at less than half-the-bandwidth of traditional video conferencing units, and Polycom Telepresence m100 video clients for flexible, easy-to-use desktop collaboration.

- **Infrastructure.** The Polycom RealPresence Platform is the most comprehensive UC software platform, delivering highly scalable and reliable infrastructure solutions. Solutions for Avaya platforms include the Polycom RMX® multimedia platform for universal video collaboration, the Polycom DMA platform for virtualization management, Polycom CMA® software for video resource management, the Polycom Video Border Proxy™ (Polycom VBP®) solution for universal access and security, and the Polycom RSS™ media server for video content management.
- **Avaya-branded Polycom solutions.** In addition, Avaya offers a range of OEM phone solutions, including wireless telephones and handsets, and IP conference phones for Avaya platforms.

### Services and Support for Polycom Solutions in Avaya Environments

Avaya is trained and certified to provide support and service for Polycom products in customer environments, so that customers have a seamless experience when they are working with Polycom and Avaya. Polycom and Avaya channel partners are also certified to implement Polycom and Avaya solution components and can provide installation and maintenance services for Polycom products in Avaya environments.

## Managed Video Solutions

Avaya also offers managed video services, including Polycom immersive telepresence solutions, through its Multimedia Network Operations Center (MNOC). For this premium offering, the entirety of the Polycom video solution encompassed in the managed service—from infrastructure, to conference room endpoints, to immersive telepresence—is overseen and delivered by Avaya Operations Services.

## Avaya DevConnect Platinum Membership

Polycom is a Platinum member of the [Avaya DevConnect Program](#) with 36 (and counting) DevConnect-certified solutions. DevConnect is an initiative to develop, market, and sell innovative third-party products that interoperate with Avaya technology and extend the value of an organization's investment in its network. As a Platinum member of the program, Polycom is eligible to submit products for compatibility testing by the Avaya Solution Interoperability and Test Lab. In this lab, a team of Avaya engineers develops a comprehensive test plan for each application to verify whether it is Avaya-compliant. Doing so makes sure that businesses can confidently add best-in-class capabilities to their network without having to replace their existing infrastructure, thus speeding deployment of new applications and reducing both network complexity and implementation costs.

As a Platinum member of the Avaya DevConnect Program, Polycom ensures compatibility and interoperability of its voice and video products with Avaya business communications software, systems and services.

## Worldwide Global Network of Partners

Polycom supports a world-class UC channel that is jointly certified on Polycom and Avaya solutions for seamless delivery of joint solutions, offering greater access to best-in-class options for customers.

## Solution Applications

Polycom and Avaya solutions can be used by a whole range of customers:

- **Education** – Enrich distance learning programs with lifelike video and content sharing. Polycom People on Content™ green screen technology livens up any teaching program.
- **Government** – Our joint solutions support secure collaboration between government agencies, and also offer a fast and efficient means to perform crisis management.



*The Polycom VVX® Business Media Phone*

- **Medical Sites** – Remote emergency response solutions aid in disaster situations. Telemedicine video conferencing solutions connect medical experts with distant patients and staff. Nurses and technicians leverage the power of wireless solutions to stay connected throughout the facility.
- **Retail** – UC supports fast customer response and new customer service options that include video kiosks and video call centers.
- **Enterprise** – UC solutions expand executive communications, offer new remote training tools, and expedite partner and customer communications.

## About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence™ Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security—on-premises, hosted, or cloud delivered.

For more information, visit [www.polycom.com](http://www.polycom.com), call 1-800-POLYCOM, or contact your Polycom sales representative.



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