

## OVERVIEW

- Detect and act on real-time information without delay
- Accelerate response and resolution time by optimizing existing processes and communications
- Increase the productivity of scarce human resources
- Leverage existing communication resources to create new business value
- Create competitive advantage through business processes that provide better responsiveness and pro-active customer service

## Communications Enabled Business Processes



**A holistic combination of software, consulting, and support services that integrate Avaya Intelligent Communications into business processes, making it possible to sense events in real-time and then orchestrate and track enterprise-wide actions — creating a more responsive organization**

When it comes to understanding your business operations, one of the biggest challenges you may face is not getting more information about your business process — it's making smarter, faster use of the information that's already available.

Like most companies, you may have invested heavily in IT infrastructures to gather critical information from many sources about your business process. But you still face a major challenge when it comes to acting on that information. Because your business relies primarily on people to receive information, analyze it and orchestrate the organizational response, there are inevitable delays (or latency) that can have a dramatic impact on business performance.

The problem lies in the sheer volume of information, the wide range of heterogeneous sources from which it is gathered, and the fact that it is often dispersed in isolated pockets across your business. All of this makes it difficult

for managers to correlate data and quickly get the visibility to identify patterns and detect events.

Even when it is possible to pinpoint important events quickly enough to do something about it, managers must then take on the role of orchestrating the communications: contacting and mobilizing key personnel, distributing the relevant information, and then following up to verify actions. The situation is particularly acute during exception or crisis events.

And because the cycle of response is separate from the business process itself, it's difficult if not impossible to later reconstruct what actions were taken for the purposes of post-hoc analysis or compliance.

Not having an intelligent process in place to recognize and act on important events as soon as they occur dramatically impacts business performance and significantly diminishes the value of the investment in IT.

## Transforming business processes with Intelligent Communications

Avaya solutions for Communications Enabled Business Processes (CEBP) are providing a way for your business to transform how you detect and respond to critical events, with the goal of minimizing latency and creating a more agile, responsive organization.

These solutions make it possible to integrate Avaya Intelligent Communications directly into your business processes, establishing event-driven, multi-channel communications that are automatically invoked when important situations arise.

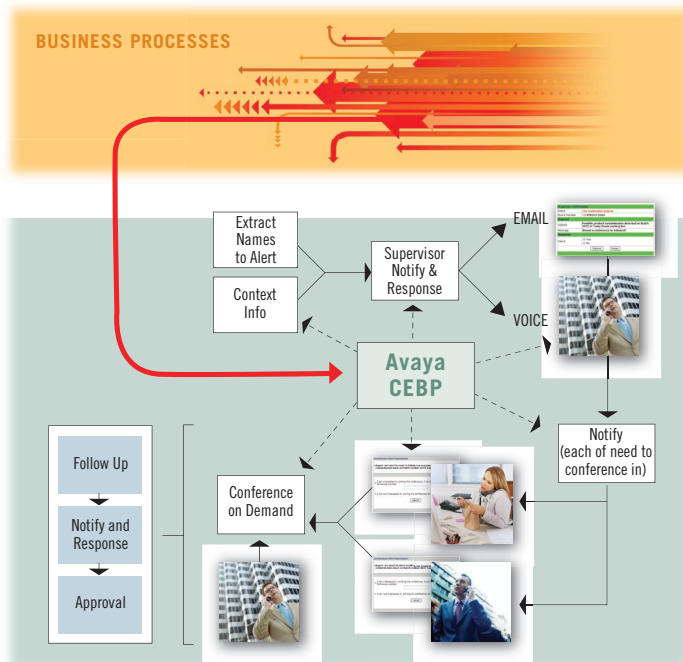
Avaya CEBP continuously analyzes information from a wide range of sources, detects important events and then orchestrates and manages the organizational response by selecting the appropriate people and tools based on expertise and availability.

People distributed across multiple locations and functional groups are automatically brought together by a robust multi-channel communications infrastructure — they can be contacted and provided information via voice, e-mail, SMS, text-to-speech and conferencing.

## Continuous, closed-loop communications

The Communications Enabled Business Process oversees all of the communication — keeping track of who was contacted, how they were contacted and their responses — helping to provide a context for all actions. If a conference call takes place, Avaya CEBP notes who is present, who dropped off and can follow up with key decision-makers. As a result, when any event occurs, your business knows what communications took place, who was contacted, their responses, and the subsequent actions that were triggered as a result. Communications now becomes an auditable part of the business process.

All Avaya CEBP communications are continuous and “closed loop” — information about actions taken by users can be communicated back to the originating system that triggers an event, affecting the business process in real-time. Once an action is set in motion, Avaya CEBP helps assure that the business process keeps moving toward resolution — escalating alerts to managers with greater responsibility (if necessary), triggering a new communication orchestration, or following up to verify compliance. Instead of wasting time worrying whether the right information is getting to the right people, decision-makers can now focus on what they do best — decision-making.



## Transforming the economics of communications enablement

The immediate benefit for your business of Avaya CEBP is a reduction in latency — the time it takes to respond to events. By speeding the actual detection of events and establishing an automated system for orchestrating the response, Avaya CEBP makes existing business processes more agile and efficient. It also increases the productivity of scarce people resources for core daily business operations. Enterprises can make communications an intrinsic part of gaining competitive advantage by offering solutions that proactively reach out to customers, partners, or internal teams as opportunities or issues arise.

The other significant impact of Avaya CEBP comes from its incredible level of flexibility. By providing an alternative to older, business process integration technologies such as computer telephone integration (CTI) and proprietary application program interfaces (APIs), Avaya CEBP dramatically reduces integration costs, complexity and time.

Instead of becoming locked into closely-coupled, siloed application integration, CEBP uses a rich set of high-level composite web services that combine capabilities across a range of Avaya communication applications.

This Service-Oriented Architecture approach provides modular web services that can be rapidly incorporated and re-used across business processes throughout the enterprise — without the need for specialized telecommunication skills, better enabling your business to leverage the power of its existing communications infrastructure to provide new business value.

### Where can you use CEBP?

Any process-or transaction-intensive area in which there are large volumes of data and/or delays in responding to critical events, resulting in either lost revenue opportunities or increased operational costs, present an opportunity for deploying CEBP.

Companies whose business focus is on improving customer service, reducing risk, automating information flow, or speeding response to various situations will want to take a close look at CEBP.

Also, companies that face regulatory compliance issues and need to align their communications with business processes, in order to provide audit/tracking information, can benefit tremendously from CEBP.

Typical scenarios for CEBP might include:

**Financial Services:** Detecting changes in the financial markets and automatically alerting both affected customers and their financial advisors to take portfolio action.

**Manufacturing:** Automatically identifying quality control issues and alerting key managers to take remedial action.

**Healthcare:** Expediting patient handling and treatment by automatically tracking down and linking the necessary physicians and healthcare personnel in support of patient care

**Retailing:** Automatically identifying low inventory situations and alerting buyers to make restocking decisions.

Typical functional areas of business that can benefit from CEBP include:

- Order tracking and processing
- Production planning and scheduling
- Sales force automation
- Customer or associate notification
- Logistics management
- Field service automation
- Product delivery and confirmations

## How CEBP Can Benefit Your Business

### Avaya CEBP enables businesses to:

- Reduce latency in business processes by initiating and tracking real-time communications between decision makers
- Better manage enterprise-wide response to important events through automated communication activity
- Drive business results and accountability through closed loop “two-way” communications that respond to decision maker input and support end-to-end auditing
- Transform the economics of communications-enablement with composite web communication services that can be re-used across all of their business processes to reduce development time, complexity, and cost
- Accelerate business value with the expertise of a dedicated Avaya CEBP professional services capability

### Components of the Avaya CEBP solution

Unlike pre-defined applications, Avaya Communications Enabled Business Processes are a holistic combination of software, consulting, and support services tailored to the specific needs of your business process. The Avaya CEBP solution consists of the Communications Process Manager, Event Processor and Avaya Global Services.

**Communications Process Manager:** Communications Process Manager is at the core of Avaya CEBP solutions. Based on Service Oriented Architecture principles, it is a software solution that orchestrates capabilities across a range of communication resources into composite communication web services that are designed for easy integration with existing business applications and processes. Communications Process Manager also initiates and manages all of the communication activities required when

an event in a business process warrants contact with one or many key individuals — seamlessly finding the right people and contacting them through any or all means available (email, SMS, office phone, mobile phone, etc).

**Event Processor:** The Avaya Event Processor (an optional module for the Communications Process Manager) makes it possible for your business to sense and respond to events in real time as defined by the business. By continuously monitoring a variety of transaction and high-volume streaming data, the software can detect significant events (or infer significant events that did not occur) and respond with an alert or by initiating an intelligent communications orchestration through the Avaya Communications Process Manager.

**Avaya Global Services:** The innovative event processing and service orchestration technology of an Avaya CEBP solution comes with complete lifecycle of support from Avaya Global Services. Avaya services make it possible to deliver tailored solutions to fit the specific requirements of your business and its processes, including integrations with any business application or system.

Avaya services in a communications enabled solution include:

- **Business Communication Consulting:** Consulting experts from Avaya partner with you to understand your business and supporting processes, help identify which processes can benefit from communication-enablement, and recommend a solution.

- **Solution Architecture:** Based on your company's requirements, Avaya designs a complete solution that brings together the CEBP software and supporting Avaya communication resources, including how they will integrate with your business application or system.
- **Custom Software Development & Integration:** Avaya software engineers will build adapters as needed between the CEBP software and your business applications, and integrate with the supporting Avaya resources.
- **Ongoing Support:** Avaya provides software support and remote monitoring of the CEBP solution to help ensure maximum solution performance, reliability and availability.

### Part of the Avaya Commitment to Intelligent Communications

CEBP marks a milestone in the convergence of IT and communications and the implementation of enterprise-wide Avaya Intelligent Communications capabilities. Avaya, with over 22 CEBP-related patents pending, is committed to making CEBP transformative and practical through innovative technologies and industry leadership.

#### Learn more

For more information about Avaya Communications Enabled Business Processes – including white papers, presentations and demos – please visit us at [avaya.com](http://avaya.com) or contact your Avaya Client Executive or Authorized BusinessPartner

#### 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.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red rectangular background.

INTELLIGENT COMMUNICATIONS

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