

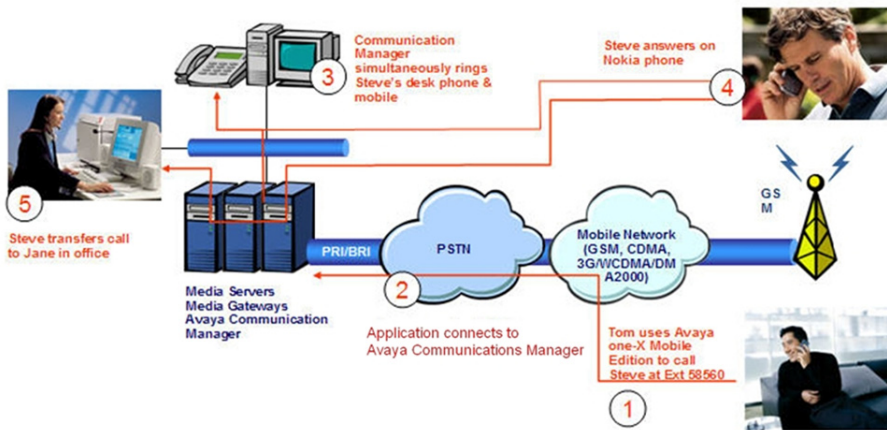
Avaya one-X Mobile Edition Turns Mobile Devices into Extensions of Enterprise PBXs



Avaya
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Avaya/Nokia GSM Mobility Solution Topology

- Nokia phone functions as off-PBX bridged extension
- Nokia phone makes, receives, transfers calls through Avaya Communication Manager



The Avaya one-X Mobile Edition integrates S60 and Series 80 devices from Nokia with the Avaya Communication Manager to offer IP phone features to these devices.



“From both the technical and business sides, Nokia has been an exceptional partner and helped us every step of the way. We are looking forward to similar joint efforts in the future.”
 — Avaya Senior Marketing Manager Fritz Ollom

For all the benefits mobile phones offer businesspeople, there remains one potential drawback — they can be islands of communication, cut off from enterprise voice services and private branch exchange (PBX) features, such as corporate voice mail, call forwarding, and multiparty conferencing.

Avaya one-X Mobile Edition gives corporate users and IT staff the best of both worlds — the substantial benefits of using mobile phones, plus access to the features of a corporate PBX. It offers enterprises significant cost savings as well, because Nokia devices can make international calls via the less costly PBX, rather than via mobile networks. In essence, it transforms an S60 device from Nokia into an extension of an employee’s desk phone, by integrating with Avaya Communication Manager IP telephony software.

“We were able to turn it around very quickly, thanks to access to the right APIs and great technical support.”

Avaya’s communications solutions serve more than one million businesses worldwide, including more than 90 percent of the Fortune 500. Avaya one-X™ Mobile Edition is already in use in a number of those businesses, including the Honda Racing F1 Team. The team uses the solution to help engineers and traveling staff to better communicate and collaborate, and to save on communications costs. The solution, which includes Avaya infrastructure and servers, has given the Honda Racing F1 Team these benefits:

- A reduction in the cost of international calling, because calls are routed through the PBX rather than the mobile network.
- A 30 percent reduction in communications costs for mobile workers.
- Increased collaboration among campus locations and racing sites.

Looking Ahead

Avaya plans to improve its North American penetration for Avaya one-X Mobile Edition by leveraging Nokia’s new Eseries devices, both single- and dual-mode (cellular and Wi-Fi), as they become available. Avaya is also planning to expand the application’s functionality, by adding capabilities that will better integrate Avaya one-X Mobile Edition with messaging systems and services, enterprise directories, and security solutions. “This solution is a powerful example of what two industry leaders can accomplish through partnership,” says Ollom.



Continued

How Forum Nokia PRO Nokia Helps Avaya

“We could not have developed this product, or marketed it as widely, without Nokia’s support,” says Avaya Senior Marketing Manager Fritz Ollom. “They helped us with access to APIs and early models of phones, getting Symbian certification, and highlighting us on industry forums, panels, and shows.”

Avaya one-X Mobile Edition came about as a result of a close, collaborative working relationship between Nokia and Avaya. On the technical side of things, Forum Nokia PRO provided help with the APIs, says Ollom. “By having the right APIs given to us from Nokia, we were able to easily put together this application,” he says. “We were able to turn it around very quickly, thanks to access to the right APIs, documentation, great technical support, and to how easy it is to develop to the entire platform.”

Nokia also helped Avaya get Symbian self-signing capabilities, and provided the manufacturer grantable developer certificate for S60 3rd Edition devices, both in May 2006. These processes can normally be time-consuming, but Nokia’s help ensured that Avaya was able to quickly finish them — which meant that Avaya could immediately begin distribution of the application.

On the business end, Nokia helped Avaya get substantial exposure for the application. The product was shown at the Nokia booth at CTIA WIRELESS in Las Vegas in April 2006, for example. It was also featured at the Forum Nokia PRO exclusive Mobile Application Summit in Shanghai, China, in November 2005, at a matchmaking event connecting Forum Nokia PRO developers with more than 20 carriers.

In addition, Nokia helped Avaya get media exposure for the application by placing an Avaya representative on a Java Pro panel at the CTIA show, which subsequently led to an online article.

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How It Works

Avaya one-X Mobile Edition is a client that installs on an S60 or Series 80 device and integrates with the core functionality of the Avaya Communication Manager IP telephony software. The software allows mobile employees to use their Nokia devices as if they were seated at their desks, using all the important features of IP phones, including multiparty conference calling, call transfer, and abbreviated dialing.

A person using Avaya one-X Mobile Edition is connected through the mobile network to the public switched telephone network (PSTN), and then into the enterprise via Avaya Media Gateways and Avaya Media Servers, which in turn connect to the Avaya Communication Manager software. At that point, the mobile device is connected to the IP telephony application in much the same way as a desk phone would be. An easy-to-use graphical interface on the phone gives quick access to desk phone features, and offers users and enterprises these benefits:

- Calls made to the person’s corporate extension automatically ring on the Nokia phone, which reduces the chances of missing important phone calls.
- The full suite of business telephony features can be used, including call transfer, abbreviated extension dialing, voicemail forwarding, multiconference calling, and call mute and hold.
- International calls can be made through the PBX rather than the mobile network, reducing telecommunications costs.

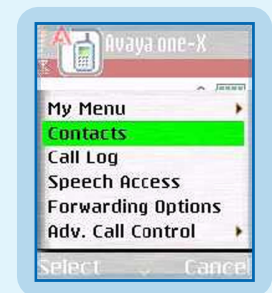
David France, IT director for Honda Racing F1, touts the benefits of the solution this way: “It’s all about making it easier to communicate with each other. Traveling employees can’t wait 24 hours to get a message that was left back at their desks. With the Avaya one-X Mobile Edition, now they are immediately accessible.”

The solution has become an integral part of the team’s working life, so much so that France says, only partially tongue in cheek, “We have some employees who have threatened unpleasant consequences to any member of the IT team who tries to take their phones away.”

www.nokia.com/developer



Avaya one-X™ Mobile Edition allows mobile users to transfer calls to office extensions, just as if they were at their office phones.



The core features of a PBX, such as access to enterprise and individual contact lists, are available to mobile users.



It also provides mobile users of S60 phones access to the core features of their PBXs, such as multi-party conferencing.

