

Stay Current with Avaya

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Communications and collaboration continue to evolve rapidly. A few sample facts and forecasts bear this out:

- “More than 80 percent of millennials say workplace tech would have an influence when deciding to take a job.” ¹
- 80% or more of enterprises already provide, or plan to provide UC Clients, Team Collaboration tools or Huddle Room Video Conferencing. ²
- 90% of enterprises who have deployed UC have reported an increase in collaboration volume, with half noting an increase of 50% to 100% or more. ³

At the same time, security threats remain top of mind for virtually every CEO:

- 51% of enterprises suffered at least one security breach in the past 12 months. ⁴

Amidst all this change your main concern may be “How do I keep up?” Avaya has the answer. Avaya is bringing new capabilities and features to the market on a regular basis to help you stay ahead of the curve with solution releases and security updates that keep your customers engaged, your people productive and your network secure.

But more than that, we’re making it easier to stay Up-To-Date. Avaya Upgrade Advantage ensures that you always have access to the latest releases of software and our continuing advances with our management platform capabilities means that you can apply patches and upgrades faster and more easily than ever before.

The Value of Staying Current

What is the value to you of a satisfied customer or a productive employee? The answer undoubtedly varies by business, but no business, including your own, can thrive without both. Customer Lifetime Value analysis and employee engagement research both demonstrate that even small changes in processes and capabilities can make dramatic impacts on business profitability. Gallup, for example, has found the businesses that are in the highest quartile in employee engagement are 21% more profitable than those in the lowest. ⁵

“...we are very dependent on collaboration and communication tools. Consequently, we’re in a shift from the old view, which was: if it isn’t broken, don’t fix it. Our approach now is: stay at the forefront of technology, and not lag behind.”

—Karen McSweeney,
Telecommunications General
Manager, NHS Greater
Glasgow and Clyde.

Bringing simplified and feature rich experiences to customers and employees is at the core of our innovation objectives and staying current means that you have access to these benefits as soon as they are released.

Peace of Mind

Despite our best efforts, security vulnerabilities continue to exist, and while there is no way to ever ensure complete network safety, all vendors are unanimous in suggesting that you should deploy the most current software release as a sound strategy to stay a step ahead of hackers. The latest, most advanced security capabilities help defend your network against attacks, with new vulnerabilities being addressed as rapidly as possible on the current core software release. By staying current, you significantly reduce your resolution time if a new “hack” is found.

New releases also deliver capabilities that improve reliability and resiliency. Call preservation, High Availability for an expanding list of applications, and access to mid-call features during a network failure are all examples of new capabilities that you cannot take advantage of, if you are on an older release.

Lower Total Cost of Ownership (TCO)

Ralph Waldo Emerson is credited with the famous saying “Build a better mousetrap and the world will beat a path to your door.” Perhaps Emerson should have said “Build a cheaper mousetrap and the world will beat a path to your door.” The TCO of communications, customer contact and employee collaboration are a key concern for your business and a focal point for Avaya’s innovation. Taking advantage of these innovations invariably means staying current. For example, software virtualization has become an integral part of every enterprises’ drive to reduce server hardware Capex and Opex. Virtualization strategies and options have increased enormously, driving down costs and providing flexibility that was unheard of only a few years ago. Infrastructure as a Service (IaaS) is just the latest extension to the virtualization story and is already providing access to more dynamic capacity and higher reliability than your enterprise could achieve on its own. The benefits to you can be tremendous and staying current is essential to reap those benefits.

Predictability

No one likes unpleasant surprises and remaining on out-of-date software can be a major source of the unexpected. Issues often exist with the compatibilities of different applications and devices, like softphones, that get in the way of seamlessly achieving your corporate objectives. Staying current usually means that each of your successive upgrades is a single, manageable step, verses a leap from a very old release to a new one. This predictability tends to reduce the burden on your IT department and keeps expenses “inside the budget” verses driving major and unexpected costs.

“Because we were so comfortable with the previous solution, we didn’t previously engage much with Avaya on an ongoing basis. Now though, we can see the opportunities in the Avaya roadmap and want to capitalize on those.”

—James Rigg, Sales and Customer Service Director, Buy It Direct.

The Risks of Falling Behind

As a customer with valid support contract on a supported release (the current Generally Available (GA) release or the release marked for Extended Manufacturer Software Support Policy (EMSSP)) you will receive free access to all service packs, bug fixes, patches, security updates, and feature enhancements associated with “dot” releases. For example, a customer on Release 8 will receive Release 8.0.1, Release 8.1, etc. at no cost.

Customers on software releases that have gone beyond the End of Manufacturer Support do not have access to any of these updates, including bug fixes. In many cases, the most expeditious path to resolution will require an unplanned upgrade to a supported release. Resolving a business impacting issue through a snap upgrade, especially from a very dated and unsupported release is not considered “best practice”. Staying on unsupported software releases may result in:

- Customer impacting outages that take significant time to resolve.
- Unresolvable data and security breaches.
- Significant, unbudgeted expenses.
- Loss of potential revenue.
- Reduced customer and employee satisfaction.
- Overtime and stress.

Avaya Makes it Easy

Avaya’s standard Lifecycle policy is designed to ensure that you have enough notice of our software lifecycle changes to effectively plan and take action. In summary⁶:

- Avaya policy commits to 60 days’ notice for End of Sale events. Avaya recognizes that for major software release, customers need early guidance and direction. For major software releases Avaya strives to provide customers with a much longer lead time, where possible up to 12 months.
- Once a solution goes End-of-Sale, Avaya’s Manufacturer Support period commences, providing 1 year of manufacturer support on software and 3 years of support on hardware (Avaya Lifecycle policy indicates EoMS will occur 12 months after the initial end of sale event date). Note that bug fixes, Service Packs, Patches, Design Root Cause Analysis and Security Updates ceases at the end of this period, and the system software would need to be updated to current software release level to continue this support.
- When a Product reaches its End of Manufacturer Support date, Avaya may provide Extended Services Support. The standard Extended Services Support period for Hardware is three (3) years and for Software is five (5) years after the Product’s End of Manufacturer Support date. However, this period may vary based on product availability, demand, and other business factors, at Avaya’s discretion..

Please refer Avaya’s lifecycle policy for inclusions and exclusions associated with technical support (Tier 1 through Tier 3) provided under Extended Services Support.

“Above all, it is essential to keep the technology up and running at all times. With our new Portugal 112 services, Avaya and its partners have empowered us to provide state-of-the-art technology and service to Portugal’s citizens.”

—Vitor Manuel Pereira Judicibus, Head of multidisciplinary team for critical communications, Portuguese Interior Ministry.

- In accordance with Avaya’s Extended Manufacturer’s Software Support Policy (EMSSP), once a release in any whole number stream (for example, Aura Release 7.1.3 in the Release 7.X stream) is designated an EMSSP release, Avaya will sell it for a minimum period of two (2) years and support the release for a minimum of three (3) years from the date of General Availability.

Avaya also has extensive services capabilities designed to make it easy to stay current:

- AvayaSupport Advantage is an economical way for you to receive major software upgrades on a subscription basis, protecting your Avaya applications, helping you stay competitive, reducing your risks and costs and eliminating the need to continuously ask for additional budget to upgrade your systems. As of Avaya Aura Release 8, Support Advantage Preferred includes the upgrade entitlements formerly provided by Upgrade Advantage.
- **Avaya Professional Services** enables your business to leverage your Avaya investments to drive measurable business improvements through a portfolio of Enablement, Optimization and Innovation services.
 - Enablement Services: Assures the successful implementation of your new capabilities, maximizing the benefits to your business.
 - Optimization Services: Leverages your existing technology investments into increased ROI.
 - Innovation Services: New and customized capabilities that allow you to reach new levels of business potential and market competitiveness.

In addition, Avaya policies and promotions can smooth your path forward. Our Avaya Software Investment Protection Policy (ASIPP) allows customers on dated solutions to leverage the value of their software investment on new platforms and our Buy to Current policy gives you flexibility on when to deploy the latest release. Avaya’s Extended Manufacturer Software Support Policy (EMSSP) extends the life of certain software releases to give our large customers time to standardize on a particular release before their next upgrade. Avaya also runs time limited promotions to help you realize the benefits of our latest capabilities. Ensure you speak with your Avaya or Avaya Partner representative about any promotions that may positively impact your quote.

As mentioned previously, Avaya is also making upgrade processes easier for you to manage and implement. Examples include:

- Solution Deployment Manager introduced with Avaya Aura Release 7 is a centralized software management solution in System Manager that provides deployments, upgrades, migrations, and updates to Avaya Aura® applications. The upgrades can be scheduled and automated.
- With System Manager Release 8.0, you can automatically register the Avaya Aura® products from the System Manager web console to make the products serviceability ready.
- Remote upgrade and migration capabilities for branches with S8300D/E in RIs 7.1.2 and above.
- Migration tool capabilities for customers moving from CS1000 deployments to Aura R8.

“The fact that the phone system had almost never been updated meant the maintenance was outrageous and going to get worse. With IP Office, we’re light years ahead of where we were less than a year ago.”

—Ken Bahls, Director of IT, Cerro Gordo County Law Enforcement Complex.

“We’re tracking a dozen innovations that we’re looking to roll out. Those emerging technologies will contribute significantly to our competitive advantage with every client service opportunity.”

— Michael Baker, VP of Telephony, C3i Solutions.

Planning for Success

The Avaya Aura platform releases come to market every 18 to 24 months, with intermediate feature and service pack releases coming approximately every 6 months. Avaya Support Advantage ensures your access to all these releases on a timely basis and allows you to plan major upgrades about every other year. Your Avaya or Avaya Partner representative is available to discuss your future plans and ensure that your business objectives for each software release are being met. Regular meetings with your account team will ensure that you understand what’s new, and what’s coming on the roadmap so you can optimize your upgrades appropriately.

Start the Conversation Today

More satisfied customers, more productive employees, better network security, access to the latest features and cost savings are all benefits of staying current. Put these benefits to work for you right away! Talk to your Avaya or Avaya Partner representative today about how staying current can positively impact your business.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we’ve enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we’re committed to innovation, partnership, and a relentless focus on what’s next. We’re the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

1. Dell, “Dell and Intel Future Workforce Study Provides Key Insights Into Technology Trends Shaping the Modern Global Workplace [https://www.dell.com/learn/us/en/uscorp1/press-releases/2016-07-18-future-workforce-study-provides-key-insights](https://www.dell.com/learn/us/en/usccorp1/press-releases/2016-07-18-future-workforce-study-provides-key-insights)”
2. An End User Perspective on Navigating Digital Transformation, Global, 2017 KIEI-72 October 2017 Frost and Sullivan
3. The UC Journey: 7 Steps to Unifying the User Experience Wainhouse Research May 2017
4. Top Recommendations You Should Follow For Your Security Program In 2018 , Forrester Research
5. <https://www.gallup.com/workplace/231581/five-ways-improve-employee-engagement.aspx>
6. Please review the details of Avaya’s Product Lifecycle Policy with your Avaya or Partner Representative.

