

Avaya's Integration with Zoom's Collaboration Suite Delivers

A MODERN UNIFIED COMMUNICATIONS EXPERIENCE TO ENTERPRISES

WHITE PAPER

Prepared by
Zeus Kerravala

ABOUT THE AUTHOR

Zeus Kerravala is the founder and principal analyst with ZK Research. Kerravala provides tactical advice and strategic guidance to help his clients in both the current business climate and the long term. He delivers research and insight to the following constituents: end-user IT and network managers; vendors of IT hardware, software and services; and members of the financial community looking to invest in the companies that he covers.

SECTION I: INTRODUCTION

Employees across most enterprises need effective, feature-rich communication tools to do their jobs well and meet organizational objectives. However, as technologies have evolved, silos have developed, which makes it challenging to take full advantage of the capabilities of multiple technologies efficiently and cost-effectively.

Organizations face difficult decisions about which solutions to purchase and deploy. They worry that today's new offering may not have the staying power to justify the investment and provide the capabilities workers will need in the future. Fears about technology obsolescence haunt enterprises as they strive to make the right decision today, while hoping it's still the right decision for the organization in the years to come.

As an innovative leader in unified communications, Avaya is committed to driving customer loyalty, team collaboration, and business success. The latest example of this commitment is the integration of Zoom Workplace with the Avaya Aura X platform. In this white paper, ZK Research presents details of this integration and how it will enhance the employee experience and improve customer relations while protecting organizations' investments in Avaya solutions.

Enhancing the Employee Experience

Providing employees with the tools they need to do their jobs with precision and confidence is critical. Aura X for Zoom Workplace drives customer loyalty, team collaboration, and business success. It supercharges employee productivity and collaboration by giving people familiar tools from Avaya and Zoom Workplace in a single interface.

These powerful collaboration tools include the following:

- Team chat
- Scheduler
- Whiteboard
- Zoom IQ meeting summaries

The roadmap for ongoing innovation includes an AI Companion to add artificial intelligence capabilities in order to enhance employee collaboration and communications further.

Innovation Without Disruption

Too many organizations invest in technologies they believe will improve their ability to meet customer needs, only to discover their investment has become a dead end due to the providers' decision to stop innovating and supporting those solutions. The integration of Avaya Aura X and Zoom Workplace preserves customers' existing Avaya unified communications (UC) infrastructure—workflows, business continuity, customization, call detail recording (CDR) capabilities, dial plan, user profiles, Session Initiation Protocol (SIP) trunks, carrier contracts, and phones—while adding highly desirable cloud-based innovation capabilities.

Avaya customers will enjoy easy onboarding and deployment to Aura On-Prem or Aura Private Cloud. Barriers to modernization disappear because enterprises can get off the treadmill of having to introduce new vendors and solutions whenever they need to innovate. Avaya's commitment to investment protection makes ongoing management by in-house teams easier and more efficient as they hone their expertise with solutions that grow and expand with the business.

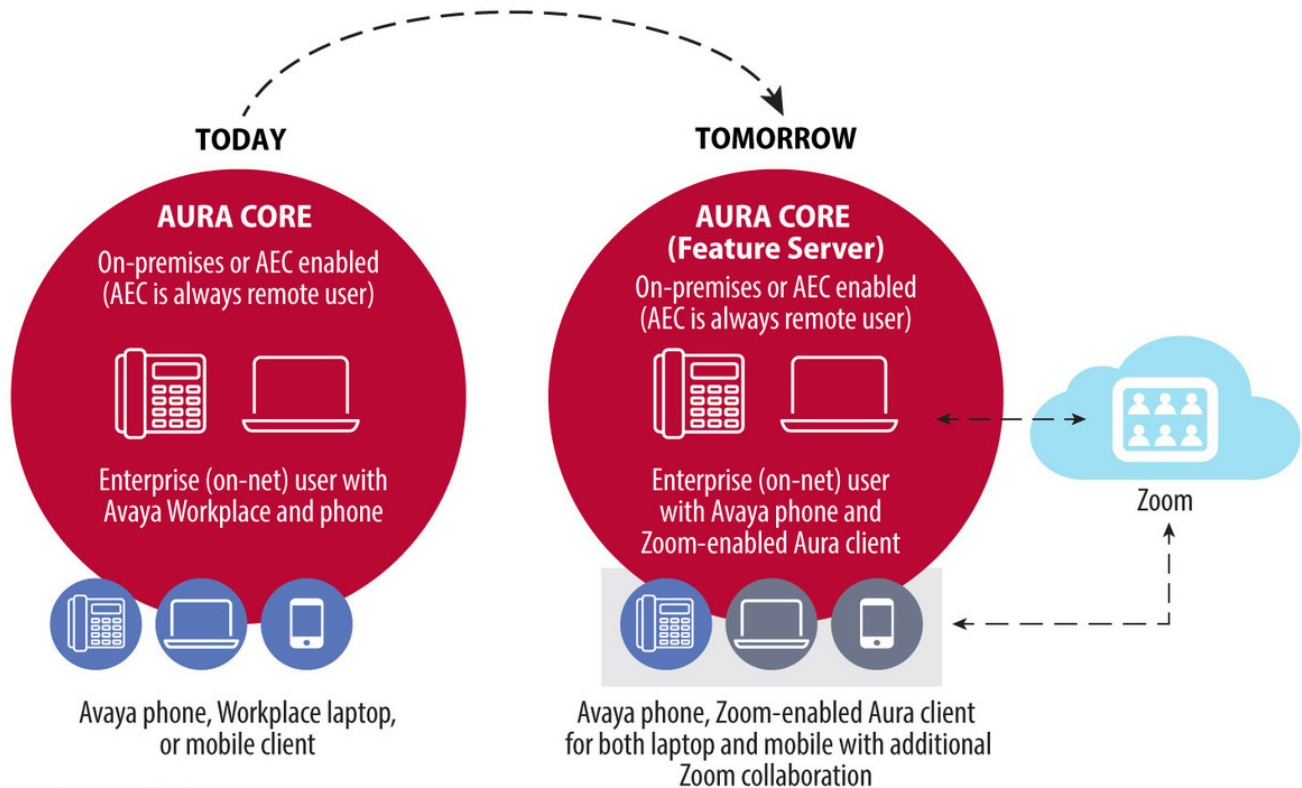
Flexibility for Enterprises

Aura X for Zoom Workplace offers simplified deployment, management, and administration. The process of onboarding new users is fast and easy.

Avaya has a longstanding commitment to providing customers with multiple options for its collaboration tools. Zoom is the latest world-class collaboration and productivity option. The integration reinforces the value and customer benefits of both Aura and Zoom Workplace.

Aura X for Zoom Workplace is integrated with Aura Release 10 and Avaya Aura Private Cloud, creating a unified environment that empowers employees to succeed. It is also a boon for the or-

High-Level View of Aura X
Current Aura On-Premises Customer Adding Zoom Client Leveraging Aura X



AEC = Avaya Enterprise Cloud

Avaya and ZK Research, 2024

The Aura and Zoom integration benefits the group most in need of unified communications: employees and knowledge workers.

ganization's IT team because Aura X for Zoom Workplace simplifies the hardware footprint and the complexity of managing multiple communications and collaboration vendors and solutions.

In this white paper, ZK Research delves into how the Avaya Aura X and Zoom Workplace integration provides specific capabilities and benefits and addresses the pain points of three distinct enterprise user groups:

- Employees and knowledge workers
- Risk, security, line of business, C-suite, and finance
- IT, IT leadership, and IT administrators

SECTION II: AVAYA AURA X AND ZOOM WORKPLACE FOR EMPLOYEES AND KNOWLEDGE WORKERS

Top Value Drivers of Aura X for Zoom Workplace

The Aura and Zoom Workplace integration benefits the group most in need of unified communications: employees and knowledge workers—especially frontline workers who engage with customers and prospects.

Pain Points These Workers Experience

Too often, employees—especially knowledge workers—become frustrated when they must use disjointed communication tools to do their jobs. This lack of cohesion wastes time, requires several steps to perform essential functions, and necessitates multiple logins to individual systems.

How Aura X for Zoom Workplace Addresses Their Challenges

- This innovative solution combines best-in-class voice, video, collaboration, and AI tools into a single, intuitive user interface.
- These highly intuitive, modern tools make meetings smoother and more productive. Employees work more effectively using Zoom's familiar collaboration, meeting, and related tools in conjunction with Aura workflows, directories, emergency services, and more.
- A single login enables employees to access these unified communication and collaboration tools.

The seamless integration of voice and collaboration supercharges the productivity of employees and knowledge workers.

Single sign-on, streamlined authentication, and basic SIP telephony—features employees are accustomed to using—are baked into the capabilities, providing access to all Zoom Workplace's features. Employees and knowledge workers are more productive and have greater job satisfaction when using a single, unified communications solution that provides modern, feature-rich tools and an intuitive, familiar interface. The integration of Avaya Aura X and Zoom Workplace delivers the innovation, seamless technology, and user-friendly interface they need to achieve their goals more effectively than ever before.

Aura X for Zoom Workplace streamlines vendor management, delivers predictable TCO, and contributes to employee satisfaction and productivity.

This solution provides a smooth transition for users, combining familiar Avaya voice features with Zoom's intuitive collaboration capabilities. It empowers employees with cutting-edge tools for improved productivity and innovation.

SECTION III: AVAYA AURA X AND ZOOM WORKPLACE FOR RISK, SECURITY, LINE-OF-BUSINESS, C-SUITE, AND FINANCE LEADERS

Top Value Drivers of Aura X for Zoom Workplace

The enterprise teams responsible for security and financial performance have a vested interest in the communication and collaboration solutions the organization deploys. They focus on how effectively these solutions perform for all employees, particularly in terms of investment protection and the availability and performance of critical unified communications features.

Pain Points These Business Leaders Experience

Security, finance, and other business leaders need to balance compliance, safety, and business continuity. And they also need to ensure employees have the innovative productivity tools essential for job success.

These leaders are searching for the right solutions to enhance their company's productivity. They especially want to find ways to make all teams more productive by eliminating the complexity and frustration of having to rely on disparate tools. Equally important is having a more predictable total cost of ownership (TCO) that eliminates out-of-budget expenditures.

How Aura X for Zoom Workplace Addresses Their Challenges

- The solution provides a path for innovation without disruption. It enables organizations to maintain their existing Avaya infrastructure, phones, and workflows while gaining easy-to-use, convenient, and productivity-enhancing capabilities.
- Organizations retain all their existing customization, business continuity, security, safety, reporting, compliance features, and already-created workflows.

For C-level and line-of-business executives—including those responsible for risk, security, business continuity, and finance—adding new features to extend communications capabilities without disrupting business continuity is a significant advantage. Aura X for Zoom Workplace also streamlines vendor management, delivers predictable TCO, and contributes to employee satisfaction and productivity.

Leveraging existing investments in communications helps ensure business continuity, particularly in emergencies. This integration makes it easy to scale deployment as needed while retaining all customizations, staying compliant, and maintaining fundamental features, including CDRs, dial plans, customizations, and emergency access. The solution provides employees with the productivity and team-building tools they urgently need.

Aura X for Zoom Workplace makes accessing new features in future releases easy while streamlining the environment.

Aura X for Zoom Workplace ensures business continuity and leverages existing investments while enhancing functionality. Customers get access to Zoom's rapid innovation cycle and modern collaboration tools while retaining their Avaya systems' reliability and familiar features.

SECTION IV: AVAYA AURA X AND ZOOM WORKPLACE FOR IT TEAMS, IT LEADERS, AND ADMINISTRATORS

Top Value Drivers of Aura X for Zoom Workplace

The IT department is the front line for managing and maintaining all of the organization's telecommunications and integrated technologies. Team members and leaders are responsible for ensuring the entire organization has the technologies needed to perform productively—without frustration or downtime due to technical outages or time lost due to system expansion and upgrade programs. Most importantly, IT teams need simplified and flexible management for the organization's advanced collaboration tools.

Pain Points IT Teams Experience

IT teams and leaders must balance compliance, safety, and business continuity while providing employees with innovative tools designed to enhance productivity. Innovation and expansion are admirable goals, but they can lead to overwhelming complexity when there are too many solutions to manage. IT leaders and their teams must drive out complexity and reduce the number of separate solutions they manage. In today's competitive environment, they struggle to deliver modern collaboration tools that are easy to administer while retaining the core telephony capabilities required for business continuity.

How Aura X for Zoom Workplace Addresses These Challenges

As a single integrated solution, Aura X for Zoom Workplace makes accessing new features in future releases easy while streamlining the environment as follows:

- The solution offers easy user onboarding and unified administration through existing processes.
- It can be delivered from Aura On-Prem or Aura Private Cloud.
- Zoom is cloud native, so new features on cloud elements of the solution will update automatically.
- Directories, CDRs, and emergency services are retained.

This integration provides the IT organization with a single solution to manage, increasing stability, scalability, business continuity, and compliance from Avaya while introducing best-in-class collaboration and productivity tools from Zoom.

SECTION V: CONCLUSION

Organizations become increasingly complex as they grow. Having more people, more customers and partners, and more technologies to select, deploy, and manage equates to a constantly rising complexity level. That's why modern organizations need well-defined and proven technology solutions to help ease that complexity so they can focus on successfully running their businesses.

For Avaya customers, the introduction of Aura X for Zoom Workplace is a milestone. It combines the familiar offerings from leading providers in a joint solution designed to meet organizations' needs both today and in the future. The unified solution is built to grow as the business grows by combining superb voice, video, collaboration, and AI tools into a single user interface. Running a business is stressful. Choosing and using the right unified communication and collaboration tools just became easier.

CONTACT

zeus@zkresearch.com

Cell: 301-775-7447

Office: 978-252-5314

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