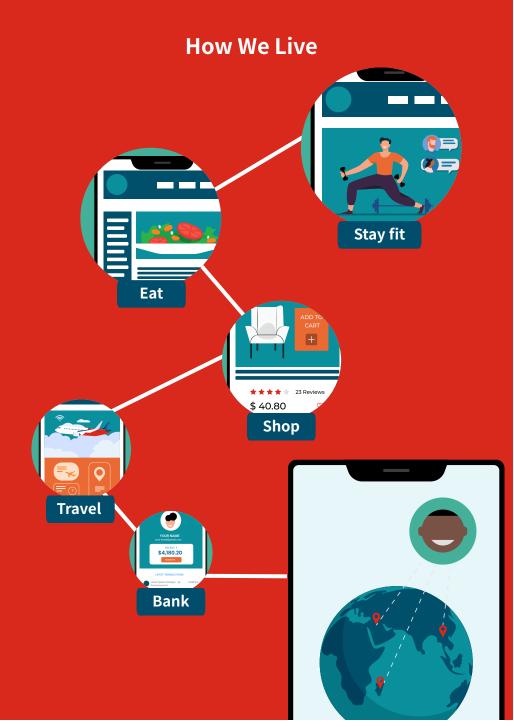# Using the Cloud to Modernize Your Business Communications

Today's progressive companies view the cloud as a set of tools, and they are using these tools to modernize how they communicate with their customers – shifting from ad-hoc interactions to delivering complete, well-designed experiences. Avaya's **patented cloud media processing technology** positions Avaya OneCloud™ uniquely alone in this manner, offering a **single cloud architecture** that enables businesses to easily create and deliver personalized experiences to their employees and their customers.

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Experience Economy is the New Market Reality

The world has radically evolved in recent years. Changes were accelerated by the pandemic, but they aren't temporary. We now live in an "Experience Economy" in which experiences are valued more than stand-alone products and services. We have been on this trajectory for some time. Generic products and services have been superseded by personalized experiences with attributes such as empowering with agency, connecting with community and increasing social awareness. Daily activities that used to be viewed as challenging, boring and unappealing - are now effortless, exciting, and rewarding.

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Business Communications are Changing to Deliver the Total Experience

The new market reality of the "experience economy" maps directly to the workplace. The experiences we now enjoy and expect in our everyday life drive similar aspirations for the way we want to work and do business. For businesses to survive in this new economic era, they must orchestrate memorable experiences for their employees and customers. Experiences can no longer be challenging, boring and unappealing. They must be effortless, exciting and rewarding.

We all now expect a multi-experience digital journey that is contextual (based on our past history, our current situation and our personal aspirations), intelligent (knowing and delivering the next best action to accomplish our goals), consistent across multiple modalities (e.g. voice, text, chat, gesture) and connected to every touchpoint (e.g. phone, car, smart speaker, etc.)

Gartner has coined the term "Total Experience" as the interconnection of Customer Experience (CX), Employee Experience (EX), Multi-Experience (MX) and User Experience (UX).

Customer Experience (CX): Today's everything customer has increasingly demanding expectations that at times can appear to be contradictory. Today's businesses are competing for their time and attention.

Employee Experience (EX): Empowered employees expect their employer to maximize their potential to make a difference. Businesses must drive new levels of engagement for both new and existing talent.

Multi-Experience (MX): The employee and customer digital journey must be consistent across their various roles, modalities, and touchpoints. This is a shift from an inside-out channel focus to an outside-in journey focus.

User Experience (UX): Personalization increases the experience value. If something can be digitized, it can be customized. Every interaction with an employee or customer is an opportunity to learn more about them and to further personalize their next experience.

The Total Experience combines and elevates EX, CX, MX and UX Experiences into a single, integrated workstream collaboration experience:

- Elevates EX beyond productivity to ENGAGEMENT

- Elevates CX beyond efficiency to INTIMACY

- Elevates MX beyond agility to SEAMLESS

- Elevates UX beyond interactions to COLLABORATION

AI Takes Experiences to a Whole New Level

When it comes to delivering customer experiences – we have really reached the limits of what we can do without AI. AI can take customer experiences to a whole new level – enabling "in the moment" experience creation and delivery. For the employee, AI delivers smarter collaboration. For customers, it allows them to self-compose their experiences. Humans can't be everywhere, but AI powered experiences can. So, in addition to delivering the Total Experience, for businesses to participate in the Experience Economy they must integrate AI into their workflows!

Avaya's Core + Four Architecture Modernizes Business Communications

The reality is that the old approach to business communications no longer works. The traditional perspective is a voice-centric app with other forms of interaction added. This monolithic approach delivers a set of very generic user and customer experiences to address high-level, horizontal use cases. In order for business communications to deliver personalized experiences that target very specific, granular use cases, a platform approach is required.

The underlying foundation for Avaya OneCloud's "Core plus Four" platform architecture is the **Avaya Media Processing Core,** which abstracts the media communications layer and moves media processing from edge devices to the cloud where communication experiences can be more easily composed and more efficiently delivered.

This enables Avaya's four industry-leading, proven technology portfolios of UCaaS, CCaaS, CPaaS and Workstream Collaboration to act together as one. This dramatically accelerates innovation by allowing the same technology to be used across all roles (customers and employees). This approach also protects existing business investment by delivering layered innovation on top of existing assets to connect them with cloud capabilities.

Avaya OneCloud CPaaS (Communications Platform as a Service) is an award-winning portfolio of communication APIs, Apps, and tools. Avaya was one of the first in the industry to recognize the value of composability (with the TelAPI acquisition in 2017). CPaaS is now foundational to Avaya's overall innovation strategy and large developer ecosystem and acts as a force multiplier for Avaya OneCloud™ CCaaS and UCaaS -- converting month/year projects into days/weeks. Avaya powers 6M+ Contact Center seats (3M are Hybrid Cloud) and is the clear leader in Enterprise Contact Center.

Avaya OneCloud CCaaS (Contact Center as a Service) is a powerful, proven portfolio with comprehensive capabilities that enables the four Customer Experience components of Getting Connected, Process Orchestration, Knowledge & Insight and Resource Management. Avaya is the leader in Enterprise Contact Center - powering 6 million Contact Center agents, and is #1 in contact center on-premise and cloud globally.

Avaya's all-in-one **Avaya OneCloud UCaaS** and **Workstream Collaboration** portfolios empower employees with faster, always-on continuous immersive collaboration over any modality, device, and touchpoint. The New Work Nucleus (NWN) is a term recently coined by Gartner to describe what they have identified as an emerging phase of digital business. The NWN represents a shift in the core of how the modern workplace functions.

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The Avaya Media Processing Core

The Avaya Media Processing Core is a cloud-native service designed to power the next generation of communication experiences. Hosted in the public cloud using the Google Cloud Platform, its multi-tenant, multi-app design removes the complexity associated with developing, hosting, controlling and scaling complex real-time media experiences in delivering voice, video, messaging, and AI capabilities. It provides powerful APIs and SDKs that enable real-time media processing, especially conversational and streaming media.

The Avaya Media Processing Core advances cloud technology by abstracting the media layer of communications and moving media processing to the cloud where the Total Experience can be more easily composed and orchestrated. This differs from other industry solutions, where the cloud simply acts as a switch for media streams and then media is processed at the endpoint. With the Avaya Media Processing Core, the media is processed in the cloud, and then sent in a single stream to the endpoint.

Avaya OneCloud Accelerates Business Innovation

Speed to value is the new competitive weapon for businesses as they compete for customer time and attention. Moving media processing from the edge into the cloud enables Avaya OneCloud™ to deliver **faster AI innovation** that creates more personalized, value-added experiences such as green screening, upscaling, translation, transcription, and noise cancellation. AI APIs and AI capabilities native to the core platform can be more easily delivered and updated using an abstracted layer that works across any endpoint or mode.

AI Noise removal is one example of how Avaya's unique Core + Four architecture accelerates AI innovation. Avaya users no longer have to worry about a dog barking in the background or loud outside noises like lawn services or construction. Avaya uses the Avaya Media Processing Core to deliver AI Noise Removal from the cloud to all users, with AI technology continuously monitoring the audio signal and removing any unwanted noises.

Avaya OneCloud Delivers Cloud as a Platform

Avaya's platform approach enables businesses to deliver **very narrow use cases** – something that cannot be done with generic cloud-based communications applications.

Avaya's approach is to give our customers exactly what they want: tools and building blocks for the "build your own" experience, as well as "pre-built" experiences that can be quickly tailored to fit the customer need.

One example of this unique approach is its **Virtual Agent.** Avaya gives customers a set of tools and building blocks to create their own virtual agent workflows, while also providing pre-built Virtual Agent apps.

Avaya OneCloud Makes Your Business Greener and More Resilient

Moving media processing to the cloud **reduces bandwidth** to the endpoint by as much as 80% and also **requires lower CPU utilization,** which means it is less taxing on each device and is an overall greener solution. It also means we can take advantage of error-correcting CODECs to **reduce network latency risk.** Also, most cloud solutions are deployed region by region, while Avaya OneCloud is a **single, globally networked solution.** This means less configuration and unprecedented fault tolerance – as low as 50 msec.

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Avaya OneCloud Enables Layered Innovation

Meeting the needs of today's customer requires the integration of many apps and business processes, both in the cloud and on-premise. This often involves custom development, which introduces security and compliance risk. It also requires scarce resources with the know-how to connect the dots between cloud apps, existing business systems, and users.

Avaya OneCloud enables businesses to connect their apps and systems with innovation regardless of whether they are on-prem or in the cloud. It delivers full stack innovation at scale, **connecting** cloud and on-prem systems. This speeds time to market using prebuilt, secure, next-generation hybrid cloud workflows.

Avaya's approach protects existing business investments while augmenting the business by connecting those investments with cloud capabilities.

Avaya OneCloud is an experience platform that empowers businesses with the tools they need to compete in the Experience Economy by orchestrating the Total Experience for their employees and customers.

Learn more about the advantages of the Avaya OneCloud Experience Platform here.

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