

# Avaya

## Cloud Application Link

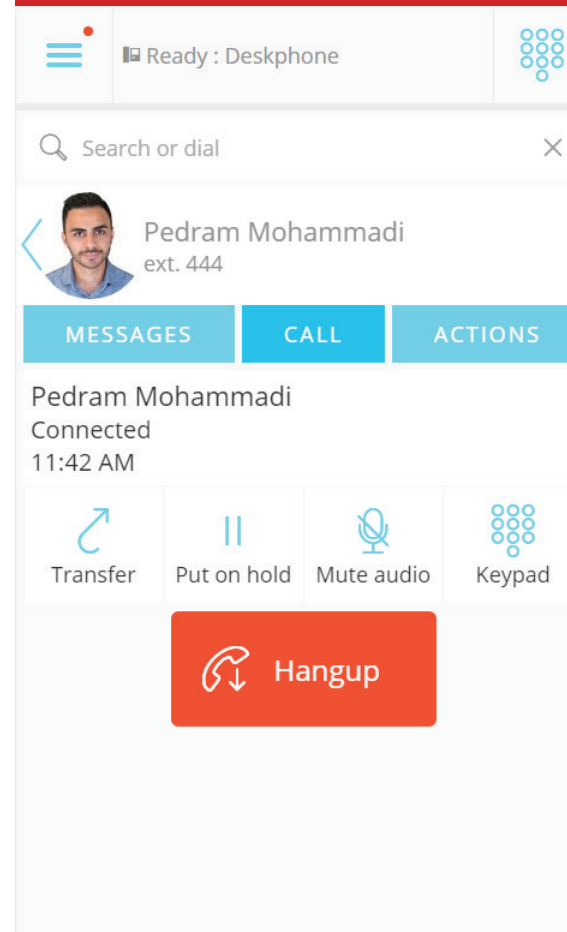
Avaya Cloud Application Link improves team engagement by extending the Avaya Aura® communication platform to the web and embedding unified communication and real-time collaboration tools inside Chrome and Internet Explorer web browsers, and natively inside of Google Apps, Microsoft Office 365, and Salesforce.

### Communicate with Ease

Cloud Application Link gives you the ability to communicate with others without having to leave the cloud-based business application you're already working in - it consists of a middleware server for unified messaging and two HTML5-based web client applications (thin clients).

1. **Avaya Cloud Application Link Server** is a physical or virtual, middleware server that integrates with Avaya Aura® Messaging (5.2+) to provide the following capabilities:
  - ➔ Bi-directional voicemail synchronization between Avaya Aura® Messaging and Google Apps (Gmail) and Office 365
  - ➔ Resolution of inbound caller's phone number to existing company directory and personal email contacts
  - ➔ Speech-to-text voicemail transcription (add-on feature)
  - ➔ CTI services via Avaya Aura® Application Enablement Services (AES) and user/user profile sync via Avaya Aura® System Manager (directory provisioning).
2. **Avaya Aura® Communicator for Web** is an HTML5-based Chrome Extension or Internet Explorer Add-on that enables call control and directory services inside Chrome and Internet Explorer browsers and Google Apps, Office 365 and Salesforce.
3. **Esna iLink for Avaya Scopia® Desktop** is an HTML5-based, Chrome extension and Internet Explorer add-on that enables users to start and schedule Avaya Scopia® meetings in Google Apps, Office 365, and Salesforce, as well as from a Google Chrome and Internet Explorer.

Accelerate  
Communications  
Enabled  
Applications for  
Effortless  
Engagement



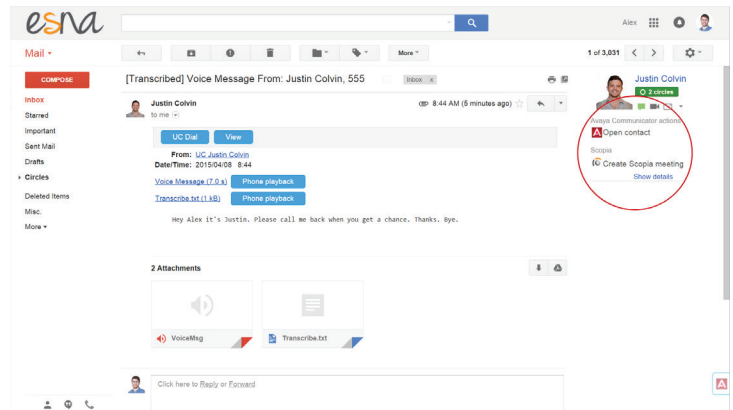
# Avaya Communication enables Your Cloud-based Business Applications

## Google Chrome + Internet Explorer Browsers

Avaya Aura® Communicator for Web and Esna iLink for Avaya Scopia® Desktop are accessible wherever you go on the web, inside Chrome or Internet Explorer browsers. Administered as browser extensions, communication actions are added to applications that a user already uses everyday, therefore enabling faster adoption of new technologies with minimal training. Users can place calls to their deskphone, handle these calls from the browser, start instant Avaya Scopia® meetings<sup>1</sup> or Google Hangouts<sup>2</sup> and gain a view to their company and personal directories across any web page or app.

## Salesforce

Leverage an existing instance of Salesforce to extend call control, note taking and call logging via the Avaya Aura® Communicator for Web embedded extension. Additionally, a user can click-to-call any number within Salesforce and start an Avaya Scopia® meeting with Esna iLink for Avaya Scopia® Desktop.

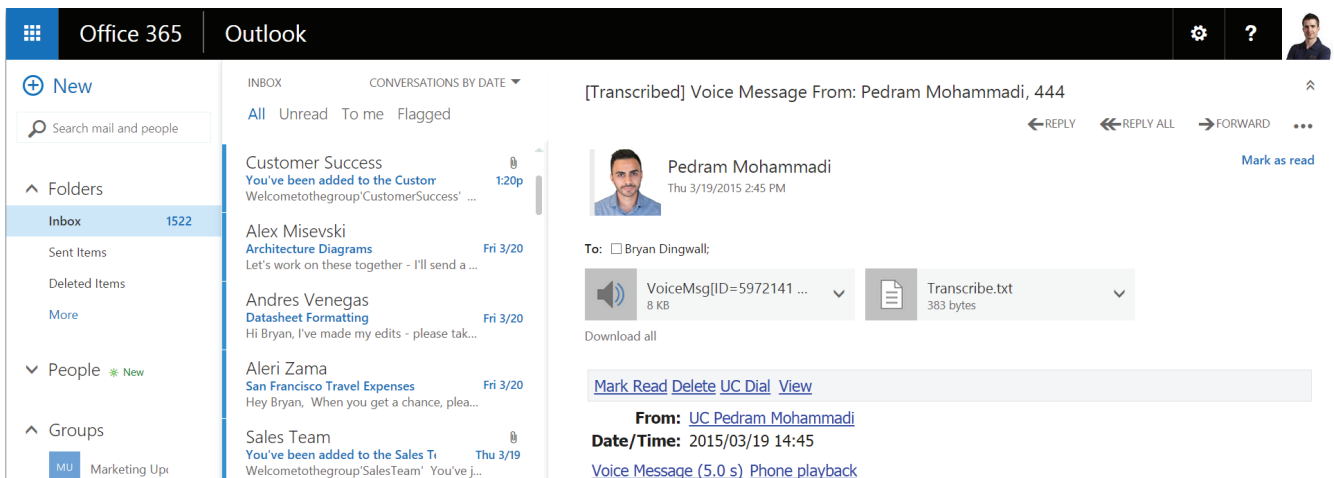


## Google Apps

Users can access voice messages (with speech-to-text transcription available as an add-on feature) from within their Gmail inbox. Users can also respond to emails by placing Avaya Scopia® calls, scheduling one for later from the Calendar, or placing voice calls via click-to-call. Additionally, opening Avaya Aura® Communicator for Web in Google Drive will automatically detect whom a document is shared with; individual actions are presented, as well as group actions such as placing an Avaya Scopia® call<sup>1</sup> or starting a Google Hangout<sup>2</sup>.

## Office 365

Users can access voice messages (with speech-to-text transcription available as an add-on feature) from within their Outlook Online inbox. Users can also respond to emails by placing Avaya Scopia® calls, scheduling one for later from the Calendar, or placing voice calls via click-to-call.



<sup>1</sup> Avaya Scopia® meeting integration requires Esna iLink for Avaya Scopia® Desktop and a valid Avaya Scopia® Video Conferencing license.  
<sup>2</sup> Google Hangouts integration requires a valid Google Hangouts user license.

## Business Outcomes

### End Users

- ➔ Improve productivity by making it easier for employees to find and connect with one another
- ➔ Reduce the time it takes to resolve questions or issues
- ➔ Increase employee satisfaction and adoption of new technologies

### For IT

- ➔ Reduce the disruption associated with deploying new technologies, and from switching applications or devices to communicate
- ➔ Reduce the burden on IT budgets by leveraging existing technologies
- ➔ Increase the flexibility to choose the most appropriate technology solutions for the business – avoiding vendor lock-in

### For Avaya Partners

- ➔ Deliver a solution today that drives Avaya upgrades and new sales by embedding Avaya solutions inside web browsers and leading cloud-based business applications
- ➔ Position Avaya Partners as trusted advisors and subject matter experts in cloud and embedded communications
- ➔ Enable Avaya Partners to expand their business from selling hardware to selling software and consulting services
- ➔ Enable Avaya Partners to have conversations outside of IT with line-of-business decision makers in sales, marketing, operations, and HR

Avaya Cloud Application Link improves team engagement by embedding real-time communication into the web browsers and cloud-based business applications that are already familiar to end users.

## Key Functionality

### 1. Avaya Cloud Application Link Messaging Server:

- ➔ Syncs voice messages from Avaya Aura® Messaging with Google Apps and Microsoft Office 365
- ➔ Voice messages and callers are resolved with existing mail contacts
- ➔ Enables CTI (computer telephony integration) services for call control and click-to-call within the browser
- ➔ Syncs user and user profiles via Avaya Aura® System Manager (directory provisioning); profiles are accessible through the Avaya Aura® Communicator for Web extension
- ➔ Speech-to-text transcription is available as an optional add-on

### 2. Avaya Aura® Communicator for Web:

- ➔ Control calls answered on a deskphone, from a Chrome or Internet Explorer browser
- ➔ Start an Avaya Scopia® meeting or Google Hangout from any web page or web app (requires additional licenses)
- ➔ Access company directory, as well as personal contacts in Google Apps and Office 365
- ➔ Automatically match incoming calls with existing Salesforce records (screen-pops)
- ➔ Automatically log incoming and outgoing calls as activities in Salesforce
- ➔ Create new Salesforce contact, lead or opportunity from an inbound call, record notes and assign a follow-up action

### 3. Esna iLink for Avaya Scopia® Desktop:

- ➔ Schedule and start an Avaya Scopia® meetings right from Google Apps and Office 365 calendars
- ➔ Start instant Avaya Scopia® meetings from Google Chrome or Internet Explorer browsers
- ➔ Book an instant Avaya Scopia® meeting from Google's People Widget and Contact Card, as well as Office 365's Hover Card
- ➔ Move from a Google Hangout to an Avaya Scopia® with a single click
- ➔ Start an instant Avaya Scopia® meeting with Salesforce contacts or schedule a meeting as a task from the Salesforce calendar

## Technical Fast Facts

- ➔ Avaya Cloud Application Link requires Avaya Aura® Messaging 5.2 or above and valid licenses for the following:
  - ➔ AES (Avaya Aura® Application Enablement Services)
  - ➔ CM (Avaya Aura® Communication Manager)
  - ➔ SM (Avaya Aura® Session Manager)
  - ➔ SMGR (Avaya Aura® System Manager)
- ➔ The Cloud Application Link Server may either be physical or virtualized; it can support up to 6,000 users on a single instance
- ➔ Redundancy is available via Double-Take® DR (Disaster Recovery) and requires the following:
  - ➔ Double-Take® DR requires another server to mirror the Avaya Cloud Application Link server (Server must at least meet the minimum requirements needed to run the Avaya Cloud Application Link server)
  - ➔ A third computer is required to run the client software that controls the behavior of the servers, but this computer can be any machine on the same network
  - ➔ Double-Take® backup system can be applied to an existing installation, or to a new installation
  - ➔ Both the Consolidated server and the Double-Take® backup machines must be using the same operating system with identical hardware
- ➔ Avaya Aura® Communicator for Web and Esna iLink for Avaya Scopia® Desktop web extensions require either:
  - ➔ Internet Explorer 11 or later
  - ➔ The latest version of Google Chrome
- ➔ Esna iLink for Avaya Scopia® Desktop requires a valid Avaya Scopia® Desktop license
- ➔ Valid licenses are required for use with Google Apps, Microsoft Office 365, and Salesforce (Enterprise or Unlimited Edition)

### Learn More

To learn more and to obtain additional information via videos and presentations regarding Avaya Cloud Application Link, please contact your Avaya Account Manager or Authorized Partner or visit us at [www.avaya.com](http://www.avaya.com).

### About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

### Trademark

© 2016 Avaya Inc. All Rights Reserved. Avaya and the Avaya logo are trademarks of Avaya Inc. and are registered in the United States and other countries. All other trademarks identified by ®, ™, or ℠ are registered marks, trademarks, and service marks, respectively, of Avaya Inc. 03/16