

## Avaya Agile Communication Environment™ Mobile Cost Optimizer

### Integrating enterprise communications with mobile smartphones

Avaya Agile Communication Environment™ Mobile Cost Optimizer can reduce corporate mobile phone costs significantly by integrating smartphones such as BlackBerry® with a company's communications environment. The application instructs a company's single or multi-vendor private branch exchange (PBX) environment to use the enterprise voice network instead of the mobile network for smartphone outbound calls. Mobile Cost Optimizer is also embedded within the smartphone menu to facilitate rapid and easy adoption by users.

#### Reduce and Avoid Mobile Costs

**Get mobile long distance/international calling at local rates**  
Mobile Cost Optimizer automatically calculates which calls can be made more cheaply and enforces this policy. For example, it is typically less expensive to route long distance or international calls over the PBX network than over the mobile network. Mobile Cost Optimizer leverages the mobile network data channel to instruct

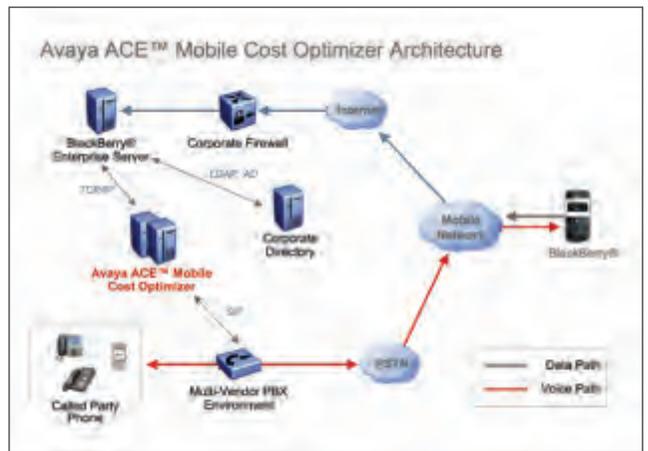
the PBX to make a local/national call back to the mobile phone and to route the long distance/international leg of the call over the enterprise network using least cost routing and local Public Switched Telephone Network (PSTN) gateways.

#### Reduce roaming charges

Mobile Cost Optimizer automatically calculates which calls can be made more cheaply by reversing the call direction. When an optimized call request is made, the application instructs the PBX to call the smartphone user back so that the outbound or "Mobile Originating" call is converted to an inbound or "Mobile Terminating" call. Inbound call rates to a mobile phone may be lower than outbound call rates when roaming outside one's "home" area. For example, as of July 1, 2009, the European Union (EU) has regulated roaming charges so that outbound calls are as much as 0.43 Euro/min while inbound calls can cost 0.19 Euro/min. With Mobile Cost Optimizer, users can save up to 50 percent in roaming fees on outbound calls while traveling in the EU.

#### Redirect mobile calls to any desk phone

By redirecting the inbound leg of the cost-optimized call to any desk phone, users can click-to-call contacts from a smartphone but continue the conversation using a desk



phone, thereby avoiding mobile call charges completely. This capability is contingent on implementation of Avaya Agile Communication Environment™ Mobile Hot Desking in conjunction with Mobile Cost Optimizer. Users also have the option to present their desk phone number to callers for optimized calls initiated from the smartphone.

#### Improve User Productivity

##### Smartphone menu integration

Mobile Cost Optimizer is integrated with the native smartphone menu to ensure fast adoption and a consistent user experience. Smartphone users simply type or highlight the destination number and then select the "Call Optimized" option from the familiar menu. No independent client software is required.

##### Conference call dialing integrated with smartphone calendar

Users can join or host conference calls directly

Reduced Calling Charges with MCO	Amount
Home mobile network in United States (US)	
Mobile to mobile call from the US to the United Kingdom (UK)	
Current calling rate per minute from US to UK	\$0.28
MCO calling rate per minute (least cost routing)	= \$0.13
MCO cost savings per minute	= \$0.15
Number of calls per month from US to UK	x 60
Average call duration in minutes	x 5
Number of months per year	x 12
<b>MCO annual cost savings per mobile user</b>	<b>= \$540</b>

from the smartphone's calendar application without needing to switch back and forth between phone and calendar menus. Users simply select the "join" or "chair" call option from the calendar meeting entry and Mobile Cost Optimizer takes care of dialing the conference bridge number along with meeting and chairperson passcodes if required.

### **Click-to-call from email, directories, and calendar**

Callers can reach colleagues simply by selecting an email and choosing the "Call Optimized" option. Mobile Cost Optimizer will search the local and corporate email server to find the appropriate telephone number for the colleague and instruct the PBX to make the call. Click-to-call from local and corporate directories and calendar applications is also supported.

### **Click-to-call using the enterprise dial plan**

Callers can reach colleagues simply by selecting or dialing the appropriate internal extension number from the smartphone. The short number can be selected and dialed from email, calendar, local and corporate directories, missed calls and call history lists.

### **One Number**

Callers have the option to ensure that all calls placed from the smartphone or temporary hot desk phone (if Mobile Hot

Desking is co-deployed with Mobile Cost Optimizer) present the calling line identifier (CLI) of their desk phone or other single reach number to the called party.

## **Integrate Easily With Existing Infrastructure**

### **Works with multi-vendor PBX environments**

Mobile Cost Optimizer is designed to be compatible with single and mixed vendor voice environments, including Avaya (formerly Nortel) Communication Server 1000 Release 4.5 or higher as well as Avaya Aura™ Communication Manager and Cisco Unified Communications Manager Release 6.0 and up. Development of adapters for other communications systems is ongoing as well.

### **Works with multiple smartphones**

Mobile Cost Optimizer is currently supported on BlackBerry® and is certified on the following devices running OS version 4.2.1 and upwards: 83xx, 88xx and 90xx. Future support will include other smartphones such as the Apple® iPhone.

### **International roaming support**

When traveling internationally, mobile network operators enable mobile users to contact people in country using the local country dial plan. To ensure Mobile Cost

Optimizer works correctly in this situation, the application automatically reformats locally dialed numbers from local to international format so they can be routed correctly over the enterprise network.

### **Integrates with other applications to accelerate ROI**

Mobile Cost Optimizer resides on Avaya Agile Communication Environment™, a software platform that simplifies the process of integrating multi-vendor communications systems with business applications through both an IT developer toolkit and a suite of packaged applications. These solutions for both mobile and desktop unified communications as well as communication-enabled business processes may be combined with Mobile Cost Optimizer within an enterprise environment to drive even higher financial returns and more rapid payback on investment.

## **Learn More**

For more information on how Avaya Agile Communication Environment™ can help your organization gain competitive advantage by integrating business processes with existing communications systems, contact your Avaya Client Executive, a member of the Avaya Authorized Partner program, or visit [www.avaya.com](http://www.avaya.com).

## **About Avaya**

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness. For more information please visit [www.avaya.com](http://www.avaya.com).

The Avaya logo consists of the word "AVAYA" in a bold, red, sans-serif font. The letters are closely spaced and have a slight shadow effect.

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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