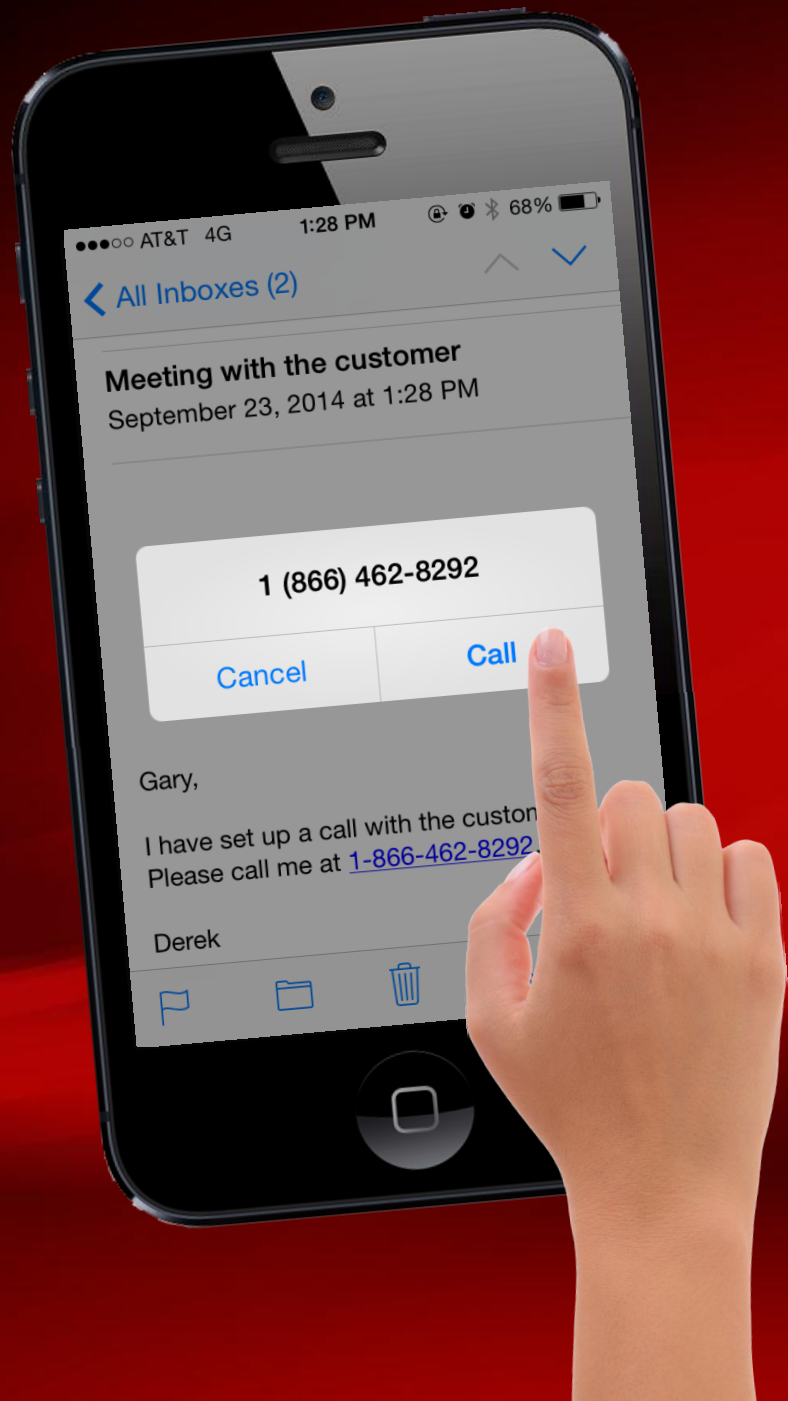
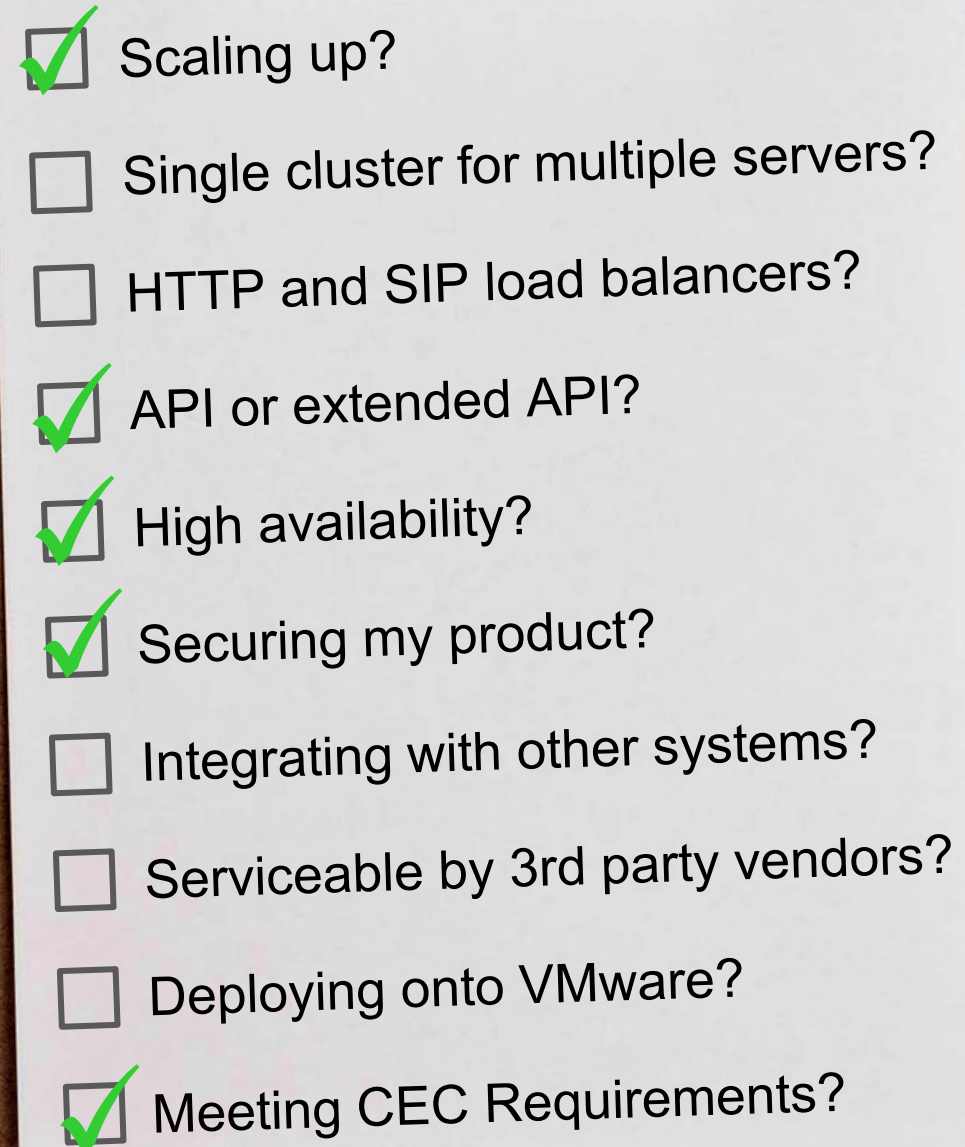


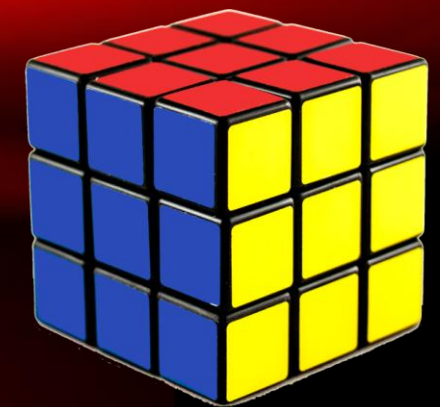
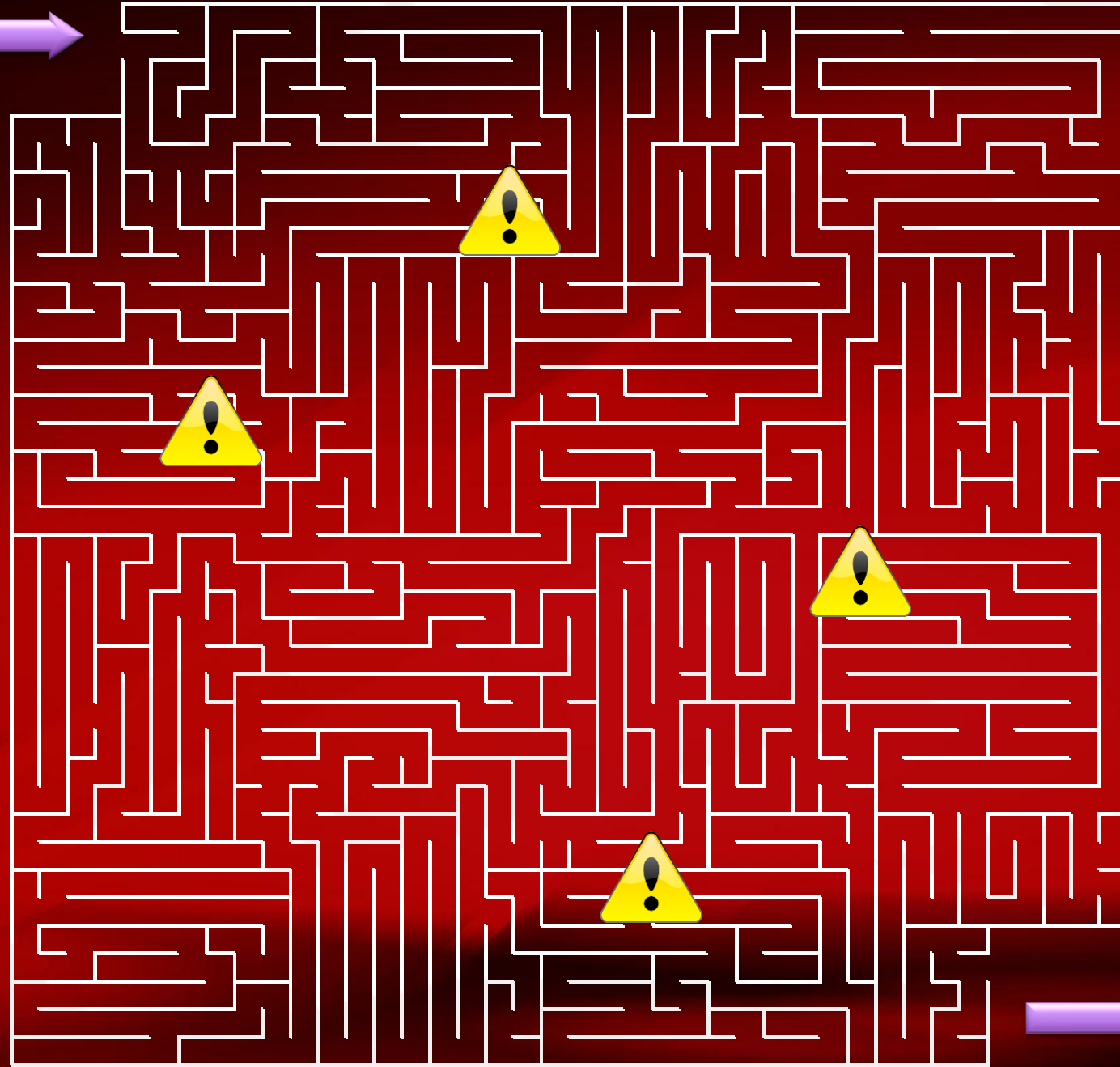
# Communication-Enable Your Apps *in a Snap!*

Gary E. Barnett  
SVP & GM, Collaboration

October 1, 2014



- 
- Scaling up?
  - Single cluster for multiple servers?
  - HTTP and SIP load balancers?
  - API or extended API?
  - High availability?
  - Securing my product?
  - Integrating with other systems?
  - Serviceable by 3rd party vendors?
  - Deploying onto VMware?
  - Meeting CEC Requirements?



# Use Case Customer Journey

AVAYA




The screenshot shows the Gillian's website interface. At the top, there is a navigation bar with the Gillian's logo and a search bar. Below the navigation bar, there are links for "Your Account" and "Where's My Stuff?". The main content area is divided into two columns. The left column is titled "Your Account" and contains a list of links for account management, such as "Track packages", "Cancel items or orders", and "Change shipping address". The right column is titled "Your Orders" and displays order information for a purchase made on May 28, 2014. The order details include the item "Levi's® 501® Button Fly Jeans" for \$29.99, shipping and billing addresses for Kurt Haserodt, and a total shipment amount of \$28.45. A "Need Help?" button is highlighted with a yellow circle, and a "Payment Method" section shows a Visa card ending in 05682. The footer contains links for "Gillian's Stores", "Gillian's Services", "Company Info", and "Help".

**Your Account**

- Track packages
- > Cancel items or orders
- > Change shipping address
- > Change billing address
- > Print invoices
- > View used item pre-orders
- > Leave seller feedback
- > Change payment method
- > Combine orders
- > Add items
- > Return items
- > Edit gift options
- > Change your name, e-mail address, or password
- > Update your communication preferences
- > Forgot your password?

**Your Orders**

**Order Date:** May 28, 2014  
**Order #:** 123-456-789-0  
**Recipient:** Kurt Haserodt

Item:	Price:
 <a href="#">Levi's® 501® Button Fly Jeans</a> - 1 item(s) Gift options: None	\$29.99

**Shipping Address:** Kurt Haserodt  
123 Fake St  
New York, NY 50050  
United States

**Billing Address:** Jon Smith  
123 Fake St  
New York, NY 50050  
United States

Shipping Speed:  
Two-Day Shipping

Item(s) Subtotal: \$20.98  
Shipping & Handling: \$7.47  
Total Before Tax: \$28.45  
**Total for this Shipment: \$28.45**

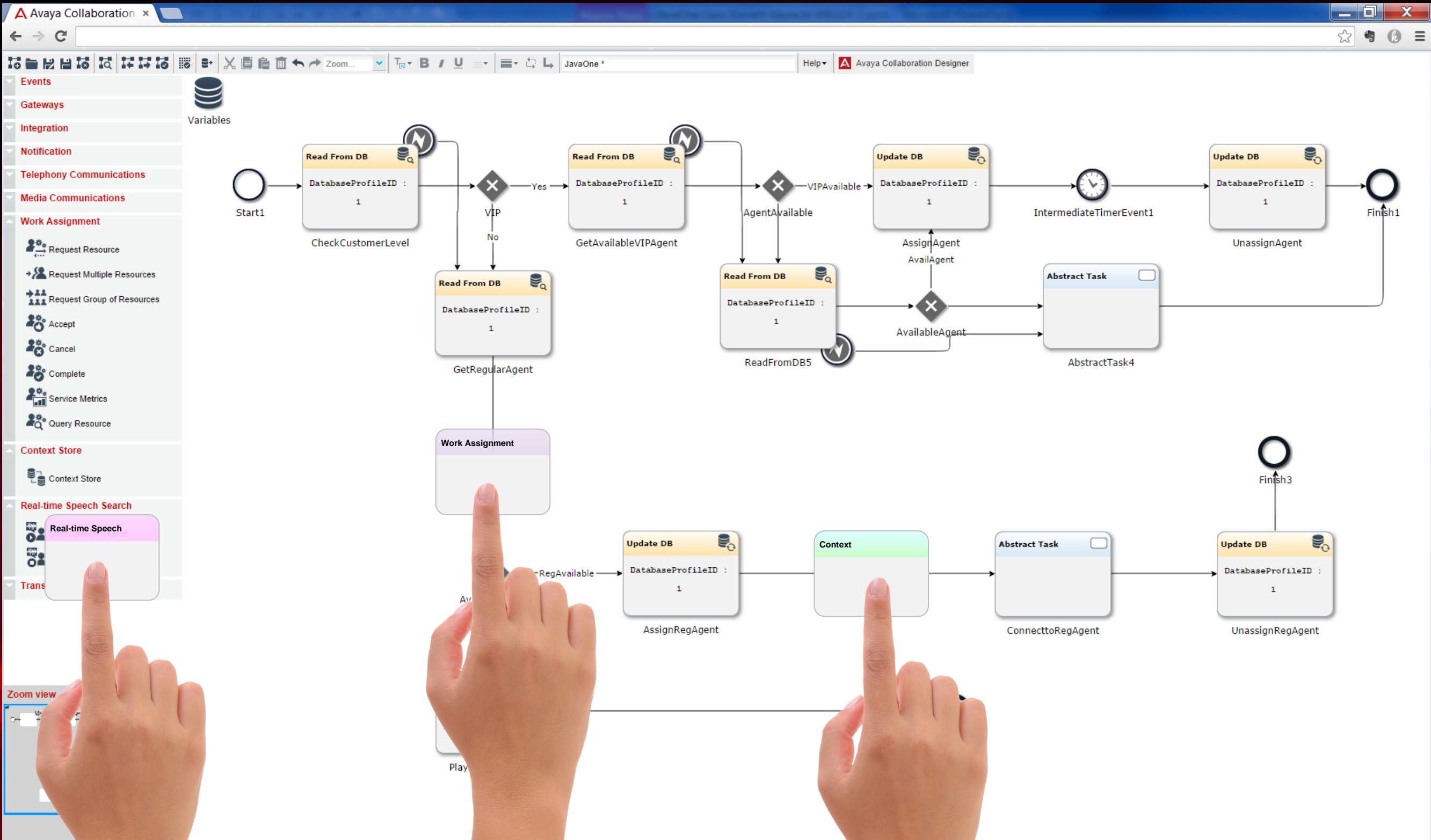
**Payment Method:** Visa | Last 5 digits: 05682

[Learn About Our Return Policy](#)

**Need Help?**  
Click here to call us.

Gillian's Stores	Gillian's Services	Company Info	Help
<ul style="list-style-type: none"><li>&gt; Find a Store</li><li>&gt; Weekly Ad</li><li>&gt; See All</li></ul>	<ul style="list-style-type: none"><li>&gt; Wedding Registry</li><li>&gt; Baby Registry</li><li>&gt; Portrait Studio</li></ul>	<ul style="list-style-type: none"><li>&gt; About Gillian's</li><li>&gt; Careers</li><li>&gt; Affiliates</li></ul>	<ul style="list-style-type: none"><li>&gt; Track an Order</li><li>&gt; Return an Item</li><li>&gt; Contact Us</li></ul>

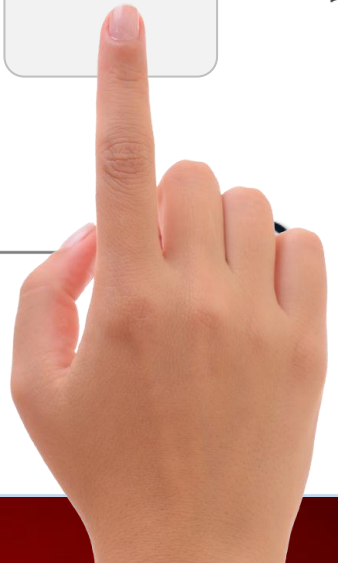




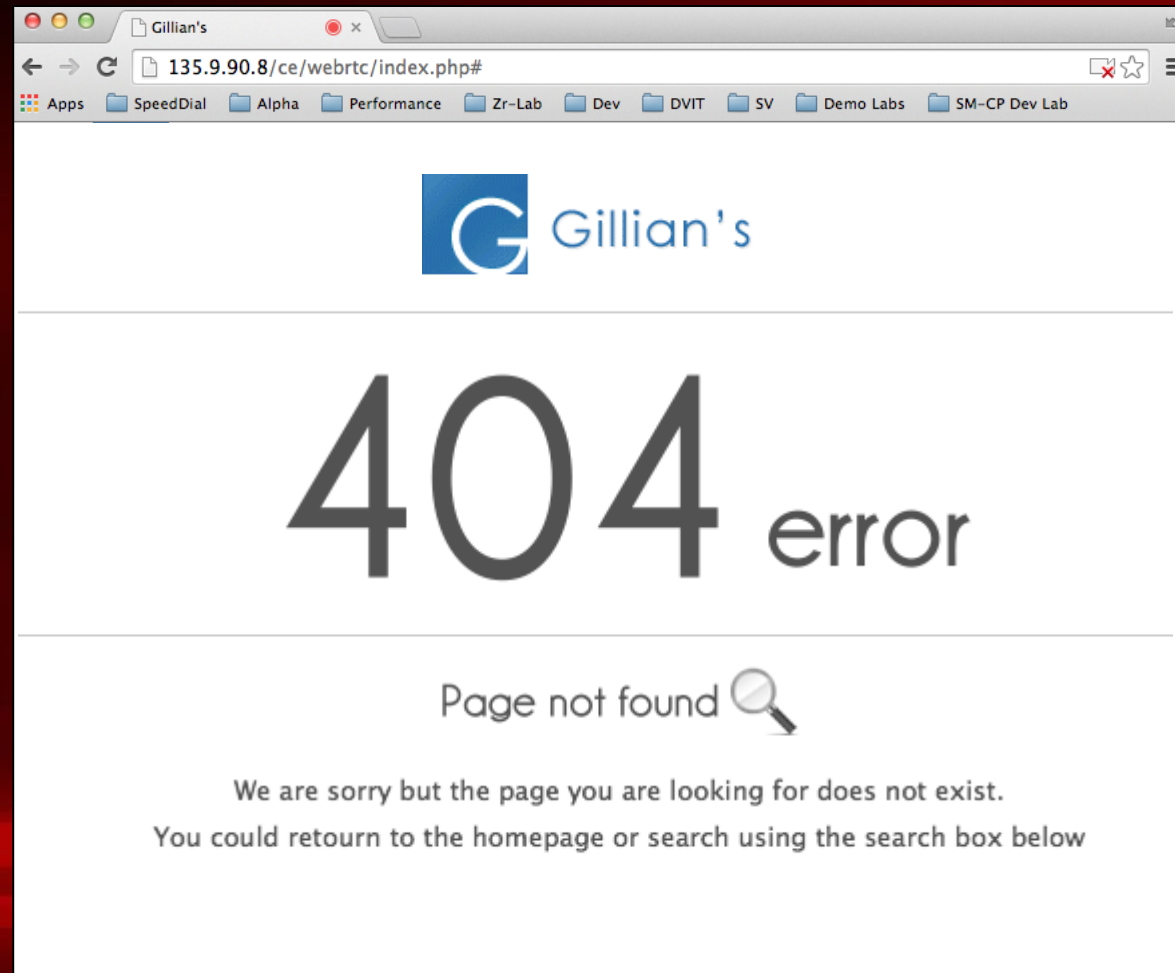
- Events
- Gateways
- Integration
- Notification
- Telephony Communications
- Media Communications
- Work Assignment
  - Request Resource
  - Request Multiple Resources
  - Request Group of Resources
  - Accept
  - Cancel
  - Complete
  - Service Metrics
  - Query Resource
- Context Store
  - Context Store
- Real-time Speech Search
  - Real-time Speech
- Trans

Variables

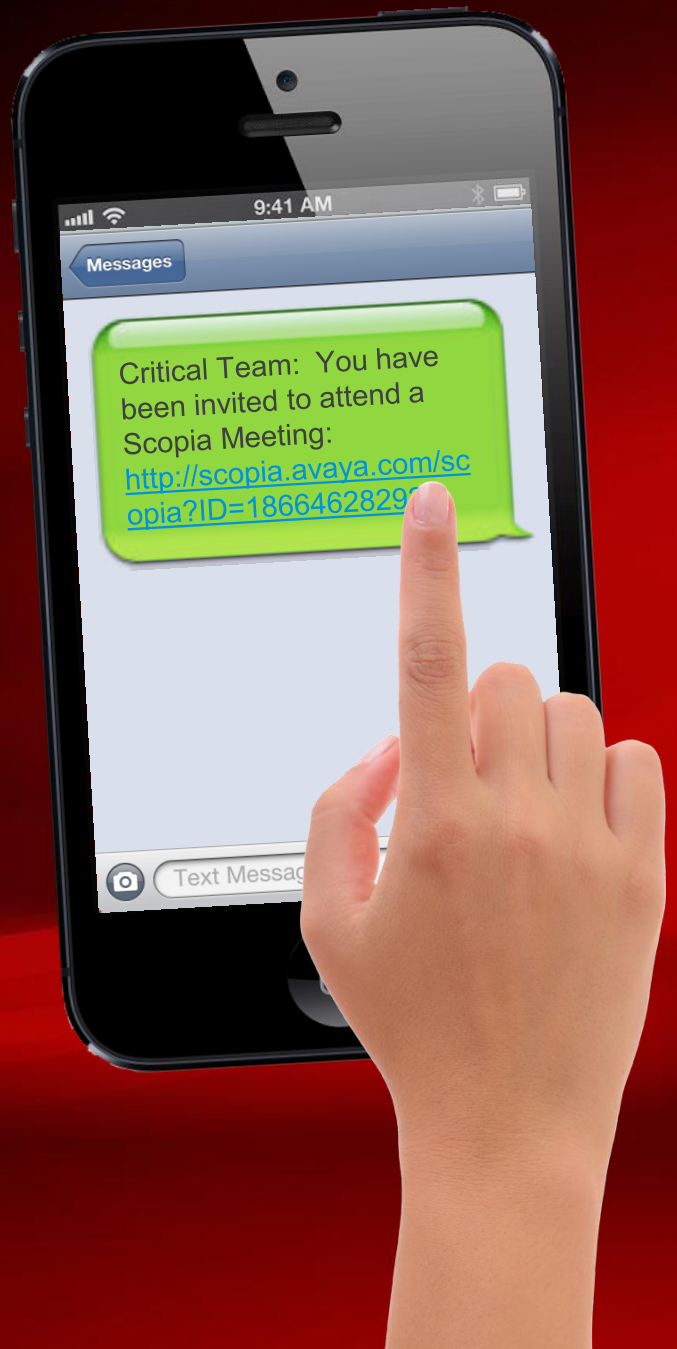
Zoom view



# Use Case Dynamic Teaming







### Scopia – Virtual Room – Critical Team War Room

Participants

- Management
- Product Engineering
- Social Media
- 3rd Party Cloud Corp.

Chat

Public

3rd Party Cloud Corp.

Management

Social Media

Product Engineering

HD

# Use Case Personal Assistant

AVAYA





# ○ Eclipse Plug-in

# ○ Open APIs

# ○ Multi-Channel

# ○ Collaboration Environment

# ○ Snap-in Applications

# ○ Avaya Snapp Store

Gillian's | everything you need

135.9.90.8/ce/webrtc/index.php#

Women Men Baby Kids Home Bed + Bath Furniture Sports Health Gifts + Registry

Your Account > Where's My Stuff? > Orders placed in the past 6 months

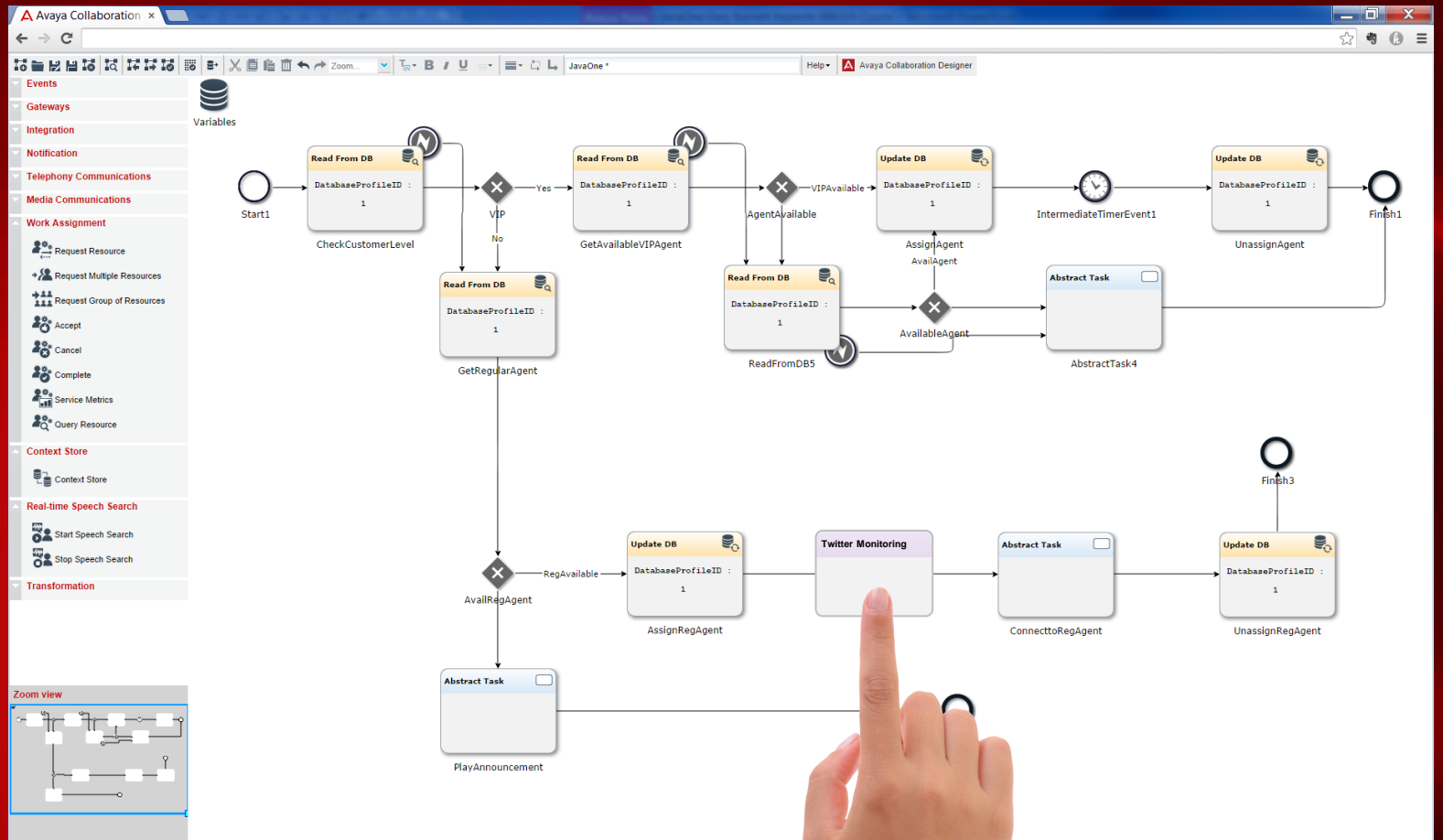
Welcome, Kurt Haserodt | Logout

## Thank you for your order!

Share with your friends  
#LoveMyGillians

Need Help? Click here to call us.

Gillian's Stores	Gillian's Services	Company Info	Help
<ul style="list-style-type: none"> <li>&gt; Find a Store</li> <li>&gt; Weekly Ad</li> <li>&gt; See All</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Wedding Registry</li> <li>&gt; Baby Registry</li> <li>&gt; Portrait Studio</li> </ul>	<ul style="list-style-type: none"> <li>&gt; About Gillian's</li> <li>&gt; Careers</li> <li>&gt; Affiliates</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Track an Order</li> <li>&gt; Return an Item</li> <li>&gt; Contact Us</li> </ul>



# Endless Application Possibilities with Avaya Snapp Store

SMS Control Contact Intercept Context Store Automated Chat Presence

Call Recording Real Control Call Forking

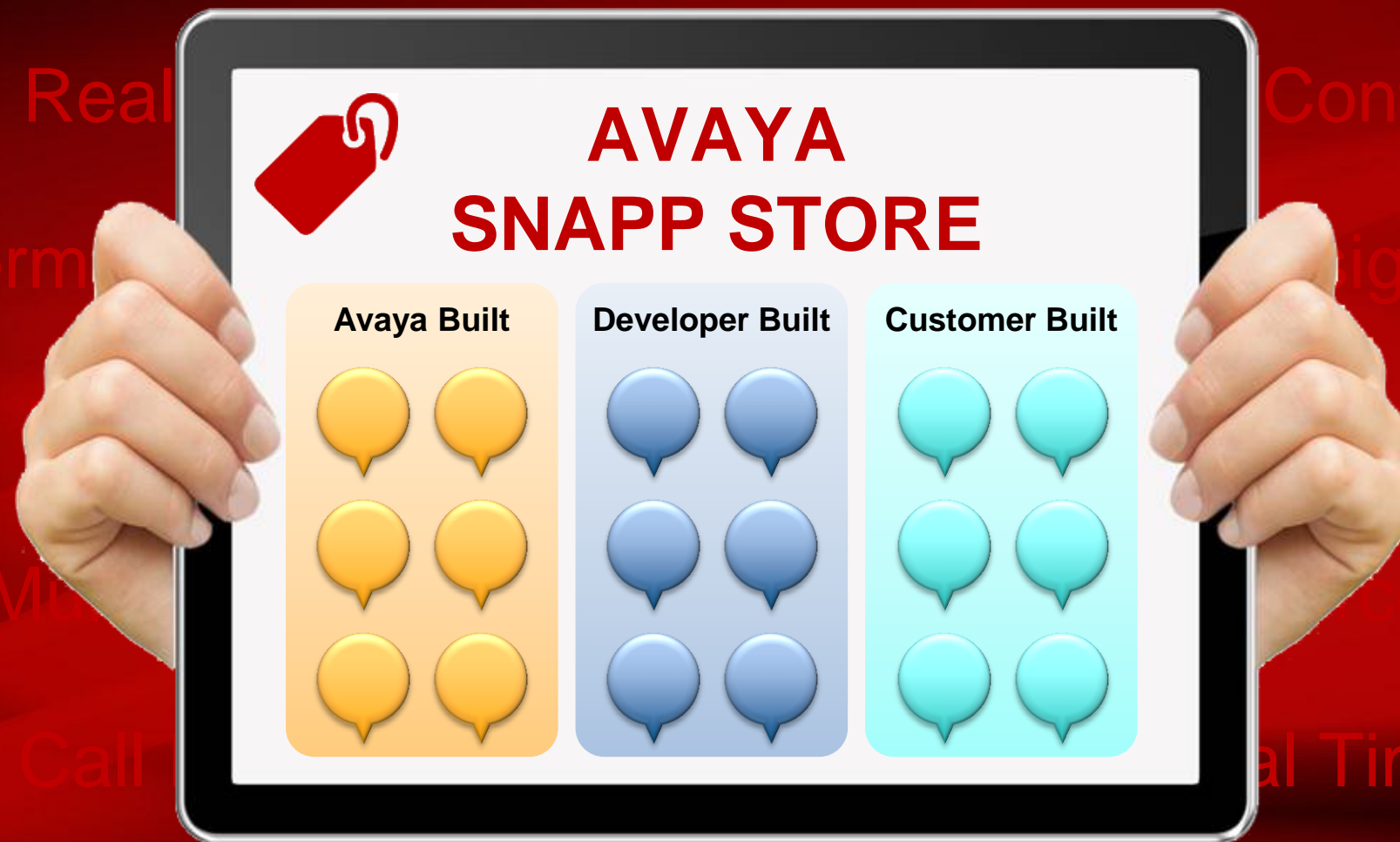
Dynamic Team Form Designer SMS Control

Context Store WebRTC

Video Control M Call Forking

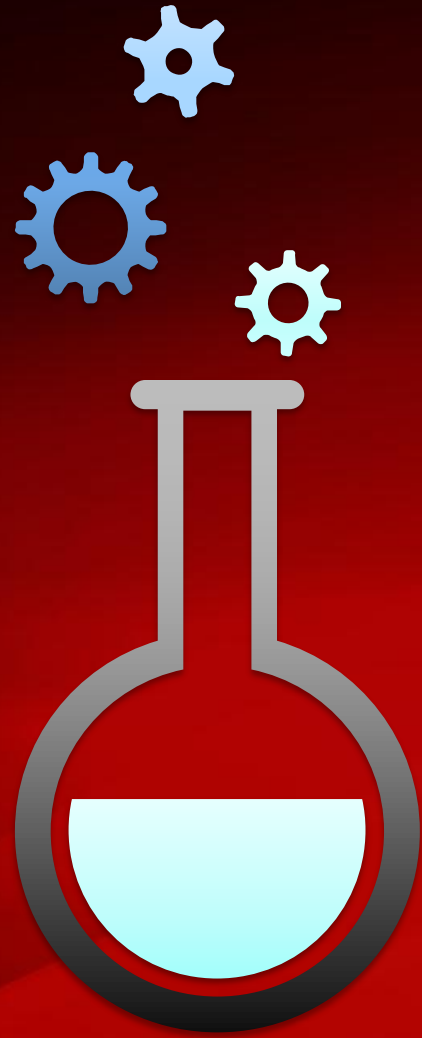
Automated Chat Call Time Speech Analytic

eMail Control Presence SMS Control WebRTC Real Time Dashboard



# Collaboratory Development Sandbox





Hack-a-thon  
Hands-on Lab



Booth #5012  
Grand Ballroom





**AVAYA**

**The Power of We™**