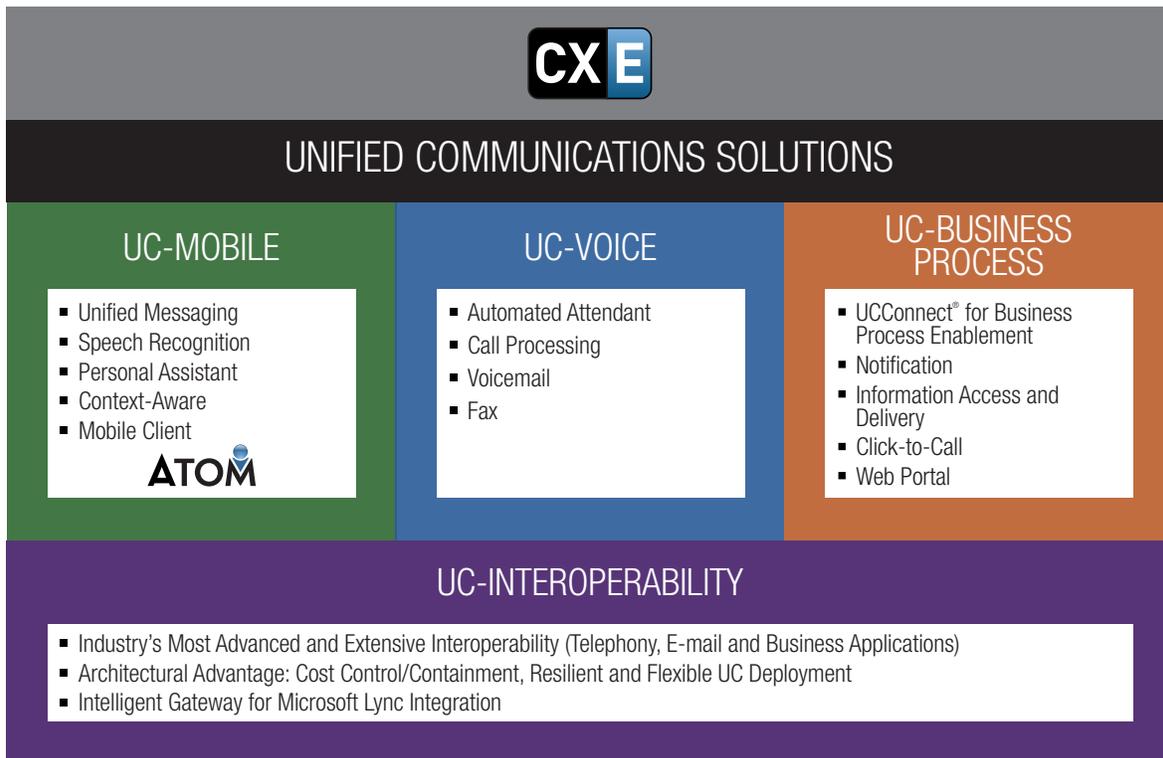


WHITE PAPER

5 Steps to Future Proofing Your Communications System

Investment Protection

Replacing your existing mission critical voice messaging and call processing system is no small matter. Choosing the next vendor to rebuild your communications infrastructure can be extremely difficult. But done right, the technology you invest in today can grow with you well into the future. CX-E from AVST is the industry's most interoperable, private cloud Unified Communications (UC) platform on the market. The extensive interoperability of the CX-E platform was developed specifically to support enterprises seeking to deploy UC in a rapidly evolving IT landscape – telephony, email and/or corporate databases – on-premise, in a private or the public cloud and/or a hybrid configuration. By deploying AVST's CX-E UC platform as part of an overall UC solution portfolio, an enterprise can avoid single vendor lock-in, achieve its high availability objectives and centralize their UC infrastructure into a data center/private cloud configuration. CX-E delivers best-of-breed UC mobile, voice and business process applications including: unified messaging; speech recognition; personal assistant; context-aware UC; mobile client for iPhone® and Android™; automated attendant; call processing; voicemail; fax and other business process integration capabilities.



STEP

1

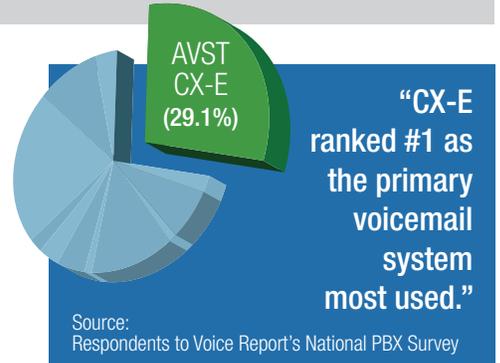
Step 1: Protect and Extend Your Existing PBX Investments

Now more than ever, it's important to invest in applications that can support your existing circuit-switched PBX and IP-PBX solutions, as well as the support the telephony solutions you choose in the future. While you can't afford to ignore your future replacement strategy, performing a massive technology refresh overnight is probably not an option. CX-E facilitates a painless migration with the following benefits:

- Name your telephony system — CX-E integrates with it. CX-E offers the broadest interoperability of any enterprise class solution with over 400 TDM, IP-PBX, Centrex and IP Centrex integrations to Avaya®, Alcatel-Lucent®, Cisco®, NEC®, ShoreTel®, Siemens®, Microsoft®, Mitel® and more
- Multiple Protocols: SIP, SMDI, Digital Station Emulation, QSIG, CAS
- Simultaneously Supports up to 10 PBX Types on a Single System

STEP**2****Step 2: Select a Reliable and Proven Solution**

Customer loyalty is one reason why CX-E has such a long history. First introduced 30+ years ago, and continuously developed to incorporate new technology, CX-E offers the most complete messaging feature set for today's organizations. AVST has a relentless pursuit of quality with the agility to respond quickly to customers' needs. As a result, CX-E was ranked as the #1 primary voicemail system most in use, by Voice Report's National PBX Survey.

**EXPERIENCE**

Voicemail and Call Processing

30+
YEARS

Unified Messaging

20+
YEARS

Business Process

20+
YEARS

Speech Recognition

15+
YEARS

Personal Assistant

15+
YEARS

SIP Voice over IP

10+
YEARS**STEP****3****Step 3: Invest in a Replacement that Delivers a Strong ROI**

Looking for a replacement for your current voicemail system that offers a flexible solution for integrating, automating and improving your business processes? CX-E was built to achieve maximum return on investment by:

- Minimizing training by mimicking the Telephone User Interface (TUI) of your Octel® Aria®, Octel Serenade®, Mitel® NuPoint with Centigram interface, Nortel® Meridian Mail, Avaya® INTUITY™ AUDIX®, Active Voice™ Kinesis and Repartee®
- Leveraging the global administration capabilities of the CX-E platform to reduce administrative cost
- Automating information and delivery accessible to customers 24x7
- Allowing for customized IVR and other information access applications such as bank by phone, financial reporting, campus directory, 24-hour technical support line, and employee locator
- Providing outbound notification to customers of timely information
- Intelligent routing of calls with call screening
- Delivering a natural language, human-like personal assistant to your mobile workforce

Recipient of the Frost & Sullivan Global Enterprise Voice and Unified Messaging Customer Value Enhancement Award

STEP

4

Step 4: Centralize Your Mission Critical Voice Infrastructure

As IT departments embark on their private cloud UC initiatives, virtual resources for failover, data center management, scalability, interoperability and business continuity are all viewed as critical components. The CX-E UC platform offers a powerful private cloud architecture, and its industry leading interoperability is highly critical to enterprises migrating to this type of architecture.

- Unmatched Scalability to 500 ports
- Industry Leading Interoperability: 400+ telephony Integration
- Survivable Call Servers to Ensure Continuous Application Uptime
- Virtualization through VMware®
- Disaster Recovery
- User Time Zones
- Different Dialing Plan Support
- Multi-Lingual Language Support
- Legacy TUI Emulations
- Hundreds of Private Cloud Deployments

CX-E is a workhorse - it takes 450,000 calls a month with over 300 Automated Attendant menus - and doesn't even break a sweat!

University of Toronto

STEP

5

Step 5: Built for UC Readiness

The CX-E flexible "a la carte" licensing capabilities allows your organization to deploy advanced call processing and voicemail functionality today while activating future Unified Communications features at your own pace.

Deploying UC with Incremental Investments

