

## Avaya Agile Communication Environment™ Message Drop and Blast API

A user-driven mass communication solution to get personalized messages out quickly

The Avaya Agile Communication Environment™ Message Drop and Blast application programming interface (API) allows all employees within your organization, not just administrators, to communicate important messages quickly with customers, partners and colleagues. It leverages the existing single or multi-vendor communications infrastructure to integrate user-driven notification with business processes. A user can record an audio announcement, store the message on the corporate network, and then send it at any time to a selected list of recipients from any phone via click-to-dial within a business application. The message can be inserted into a live conversation between the user and a recipient, left as part of a voicemail message, or sent to a broader list

of people at a pre-determined time. In a typical deployment, the Message Drop and Blast APIs are integrated with a customer relationship management (CRM) system to provide click-to-dial and automated audio recording and broadcast capabilities.

### Customer Benefits

#### Increase revenue opportunities

Employees can use Avaya ACE Message Drop and Blast API in conjunction with your organization's CRM system to notify customers proactively about promotions or offers relevant to their individual needs. This user-driven approach can enable personalized advertising campaigns and generate new revenue opportunities.

#### Improve customer service

Messages that are not only customized but delivered by a familiar service representative create a more personalized customer experience. The ability to broadcast messages to large groups of recipients at a designated time helps ensure that all clients maintain an up-to-date view of significant business events.

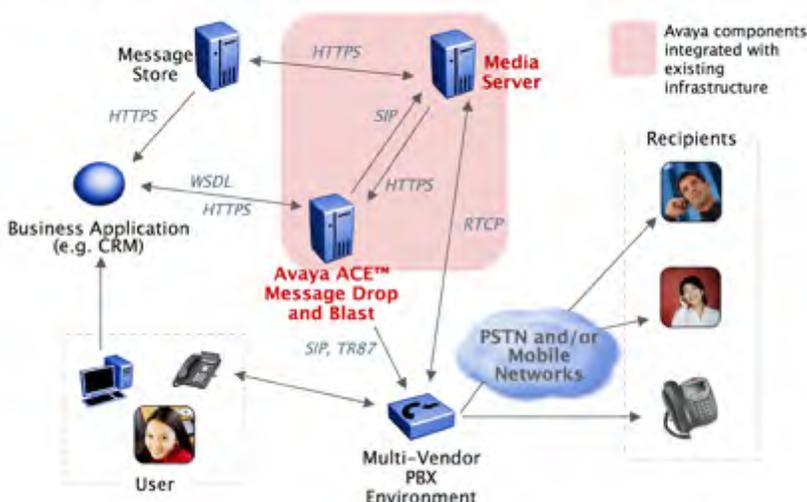
#### Improve productivity

Message Drop and Blast automates the process for users to deliver time-sensitive messages and other external and internal notifications to customers, partners, and colleagues. Employees can save significant time sending broadcast messages to recipients, as messages can be recorded and delivered quickly via click-to-dial directly from business applications, such as a CRM system, using any type of phone device.

#### Reduce costs and meet compliance requirements

Your organization can reduce administrative costs associated with event changes, process changes or other disruptions. Planned notification strategies can be pre-configured and made available should employees need to quickly and efficiently implement individual or mass communication following business events, condition alerts or event schedule changes. Messages are stored on the corporate network and call logs are recorded to satisfy any compliance requirements.

### Avaya ACE™ Message Drop and Blast API Architecture



## Key Features

### Message record

An employee can record announcements from his or her device of choice and store them centrally on the corporate network. When a user initiates the Message Record feature, the user's device is automatically connected to a media server. Following the voice prompts, the user can record a custom announcement much like a voicemail message. The stored message may be retrieved at a later time and sent to all recipients. Usage of these individually recorded announcements can be flexibly controlled to restrict or permit access across a broader team.

### Click-to-dial within CRM systems using any phone device

Click-to-dial functionality allows an employee to initiate calls to clients from directly within the business application, such as a CRM system, regardless of the user's device type (e.g. a soft client, desk phone, or Turret system). With click-to-dial, a user can select a party in the directory and initiate a call. The Message Drop and Blast API automatically connects the user's device to the called party, unlike other third party control applications that ring the user's phone first and then call the recipient. At the end of the call, the application makes various call statistics available so that the call log for the selected called party can be updated. These details include the time, date and duration of the call, with the option to include further details such as topics discussed and any actions or next steps arising from the interaction.

### Message Drop

Message Drop functionality allows users to insert audio messages into an ongoing call. The audio message can be played directly

to the called party during the conversation or inserted when the call goes to the called party's voice mail system. Once a call has been set up, the user can leave the call while the message is still playing and proceed to make other calls. When the announcement has finished playing, the application makes call statistics available for the selected called party. These details include time and date of the call, its duration, whether or not the call was routed to a voice mail system and an identifier for the announcement that was played.

### Message Blast

Message Blast functionality allows users to send the same pre-recorded message to a selected group of individuals at a specified time. The user can choose a message, select a list of clients to receive the message, and specify the date and time for message delivery. The Message Drop and Blast API coordinates message delivery to the chosen parties at the appropriate time. As the message is sent to each party, the application makes information available to update the called party's call log. Statistics include the time and date the message was sent, whether or not it was left successfully, and an identifier associated with the message played.

## Other Benefits

### Multi-vendor communications integration

The Message Drop and Blast API not only integrates user-driven notification with business applications but is also designed to be compatible with single and mixed vendor voice environments, including Avaya Communication Server 1000 Release 4.5 or

higher as well as Avaya Aura™ Communication Manager. Development of adapters for other communications systems is ongoing.

### Add other applications to accelerate ROI

The Message Drop and Blast API 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 within an enterprise environment to drive even higher financial returns and more rapid payback on investment.

### Reliable implementation using Avaya Professional Services

Avaya Professional Services is a leading integrator of unified communications solutions and can enable enterprises to communication-enable business applications by taking an end-to-end view of the operational and technology elements of the complete solution.

## 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 Account Manager, Avaya Authorized Partner 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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