

Why the Experience Economy has Created the Need for the Experience Platform

• We live in the Experience Economy •

The world has changed. Experiences are now valued by customers and employees, alike, more than stand-alone products and services. Across every industry, we seek to enjoy effortless, exciting, rewarding, and personalized experiences.



This new market reality maps directly to the workplace. The experiences we now enjoy and expect in our everyday life drive similar aspirations for the way we want to work and do business. For businesses to survive in this new economic era, they must compose and deliver memorable experiences — and by memorable we mean “feel-good” experiences — where the memory, itself, becomes the product.

• We expect the Total Experience •

We all now expect to receive personalized experiences across all of our personas – including our personas of an employee and consumer. We expect the total experience to be contextual, intelligent, consistent across modalities, and connected to every touchpoint. To that end, there is not a single generic, cloud application to fit these expectations for very narrow use cases. It requires a platform approach.

The Everything Customer



• **Avaya OneCloud is the Experience Platform** •

Businesses today are already “in the cloud.” There are a multitude of cloud-based apps for finance, sales, CRM, HR, and more. Maximizing the cloud’s potential means using it as a set of tools to compose the total experience and drive more business.

The foundation for Avaya OneCloud is the Avaya Media Processing Core, which moves media processing from edge devices to the cloud. Further, it enables our industry-leading technology of CCaaS, UCaaS, CPaaS, and Workstream Collaboration to act together as one solution. And it accelerates AI innovation by allowing the same technology to be used across the entire portfolio — innovation that can layered on top of existing assets to connect with cloud capabilities.

Avaya OneCloud is an experience platform that empowers businesses with the tools they need to compete in the Experience Economy by orchestrating the Total Experience for their employees and customers.

More About the Core

With the Avaya Media Processing Core, the media is processed in the cloud and then sent in a single stream to the endpoint. This differs from other industry solutions. By abstracting the media layer of communications and moving processing to the cloud, businesses have more control over end-user experiences and can deliver them more efficiently.

• **We’ve modernized cloud communications** •

The old approach to business communications no longer works. Voice-centric, monolithic apps fail to deliver personalized experiences that target very specific use cases. A composable platform approach is required that leverages APIs and innovation.

Avaya's "Core + Four" Architecture Provides Business Benefits

Cloud Innovation

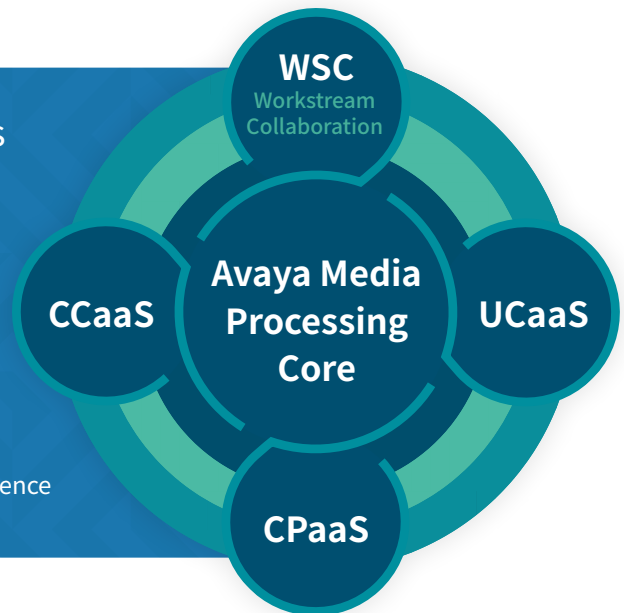
Delivers speed to value and accelerates portfolio innovation

Cloud as a Platform

Enables composable experiences

Unique Cloud Economics

Enhances communications in terms of design, scale, and resilience



Avaya’s unique approach transforms the cloud from a service to an experience — one that not only reduces cost, time, and effort but also provides the toolset required for businesses to compete in the Experience Economy.

Our solutions are deployed based on customer outcome ambitions, tailored to suit the needs of an existing environment comprised of many different platforms, apps, and ecosystems. We enable customers to use what is already good but also provide an effortless path to transition to what even better looks like for them.

Find out more at [avaya.com](https://www.avaya.com)