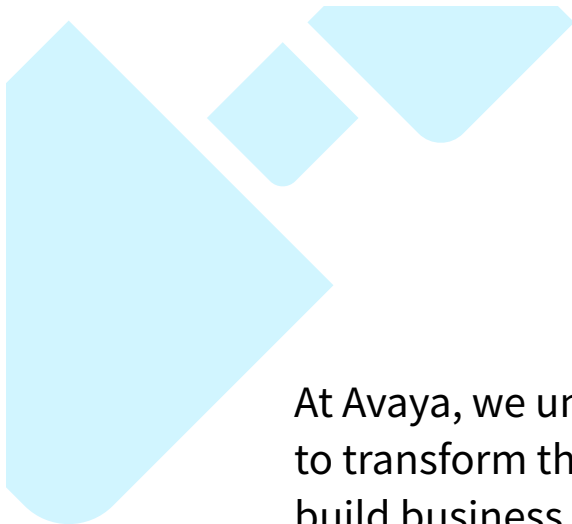


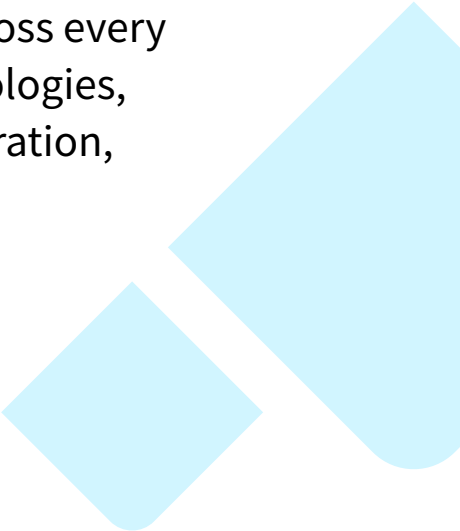


**Driving Intelligent Orchestration
and Creating Connections**



At Avaya, we understand the challenges faced by large enterprises wanting to transform the customer experience and strengthen connections that build business value. Our platform strategy focuses on your need for innovation that’s adaptable, secure, and designed to preserve your existing investments while evolving to meet customer and market demands.

Avaya Infinity™ integrates intelligent orchestration, dynamic routing, and hyper-personalization to create a secure, seamless experience across every channel. See how advancements in these areas, through AI technologies, help organizations work smarter with tools that empower collaboration, reduce IT dependency, and drive real business outcomes.

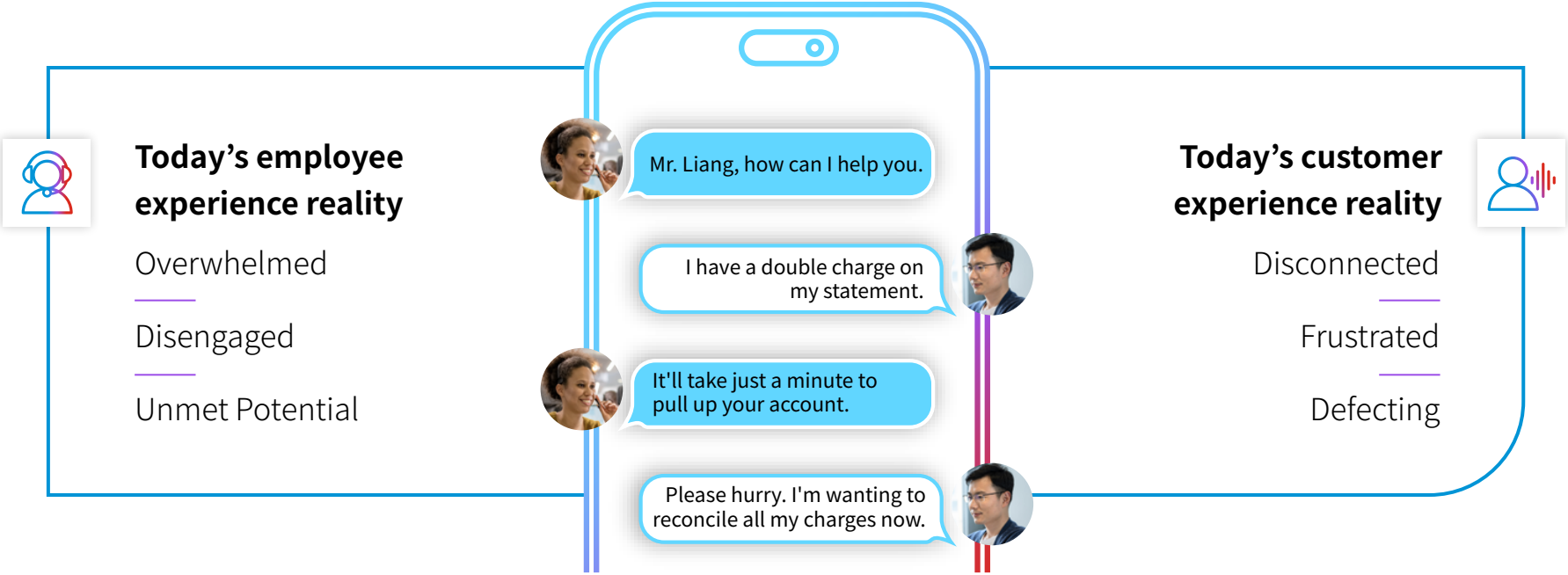


The struggle to create customer connections: why it matters now

Every meaningful relationship begins with a connection. Customers expect those connections to feel personal, seamless, and impactful. Unfortunately, many organizations struggle with fragmented customer journeys and impersonal interactions, jeopardizing brand loyalty, revenue, and reputation.

Consider a customer reaching out to your business, only to be passed from one employee to another, feeling unheard and undervalued. Or think of your teams, overwhelmed by outdated tools, repetitive tasks, and mounting pressure. These scenarios aren't just inefficiencies, they're moments where trust is lost, both with customers and employees.

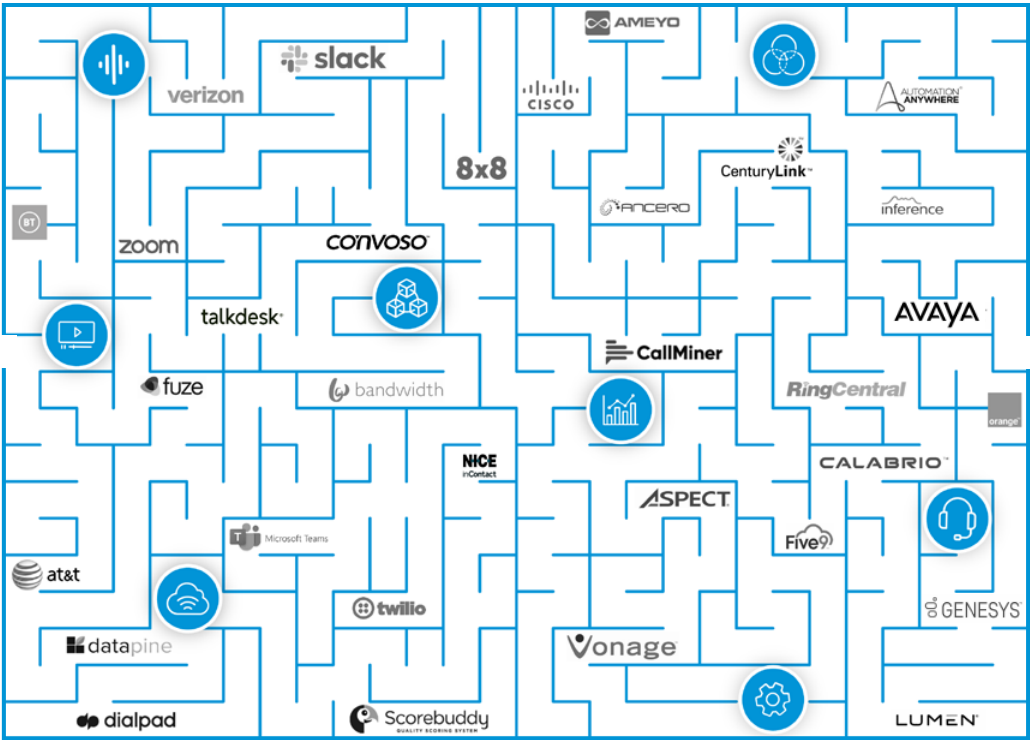
The urgency is clear: customer and employee experiences are at a point where inaction can severely impact potential business growth. It's time to rethink how you can forge unbreakable customer connections.







Years of point fixes have created fractured experiences

Organizations have found themselves trapped in a maze of disconnected systems, rigid workflows, and costly integrations. These barriers stifle agility and innovation, leaving employees frustrated and customers dissatisfied.

The solution lies not in starting over but in merging existing and emerging technologies. Avaya provides a modern, secure enterprise CX platform that grows with you, adapting to the challenges and opportunities your organization faces today and tomorrow. With intelligent orchestration built in, Avaya Infinity uses AI to manage and streamline customer interactions across your entire organization.



Four levers to deliver personalized customer experiences

-  Connect your business systems
-  Orchestrate your interactions
-  Extend your capabilities
-  Empower your workforce

Examining the challenges

Historically, traditional Contact Center as a Service (CCaaS) solutions focused primarily on cost reduction, offering a generic, one-size-fits-all set of services through the cloud at a lower price. While this model served small businesses well, it has failed to evolve with the complex and dynamic needs of large enterprises.

Key challenges with traditional ccaas

Cost mindset:

Focusing solely on cost reduction stifles innovation that drives differentiation, loyalty, and long-term growth.

Siloed operations:

Fragmented systems and data silos hinder digital transformation efforts and the creation of connected customer experiences..

Our customers validate the need for a new approach

Unifying experiences is critical:

Existing enterprise systems struggle to leverage modern technologies like orchestration and AI that can fix fragmentation.

Modernization must flex:

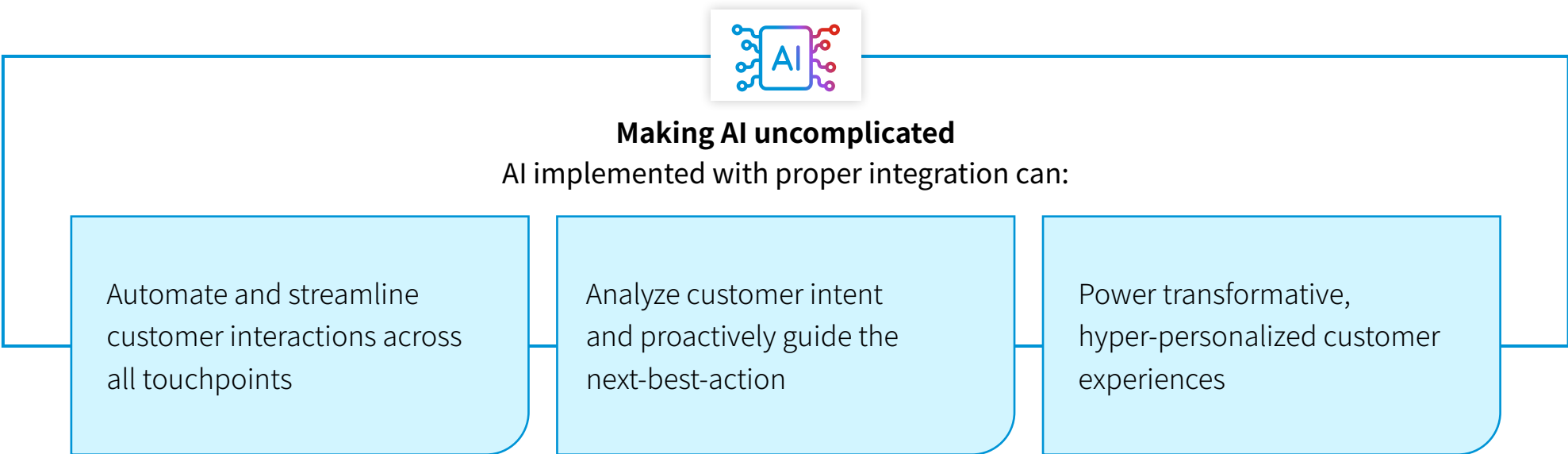
One-size-fits-all CCaaS solutions cannot deliver what they need; enterprises want to innovate at their own pace.

The AI inflection point amplifies the need for CX orchestration

Adopting AI presents its own complexities. Simply having an AI strategy doesn't solve fragmentation issues or resource strain. Many organizations are grappling with data silos which block 81% of digital transformations and, with integration hurdles, impede AI adoption for 95% of enterprises.*

Strategic orchestration is crucial. By prioritizing AI-powered orchestration, 45% of organizations are prioritizing journey optimization, while 41% are emphasizing a 'human-AI balance' to deliver the right mix of automation and personal engagement.*

The success of strengthening customer connections lies in breaking down silos. With Avaya Infinity, you have the power to unify disconnected systems, orchestrate data, and optimize AI to work intelligently across customer journeys.



*Source: [2024 Connectivity Benchmark Report](#); Mulesoft, Vanson Bourne, and Deloitte Digital interviews of 1,050 IT leaders.

The state of CC and its impact on creating connections

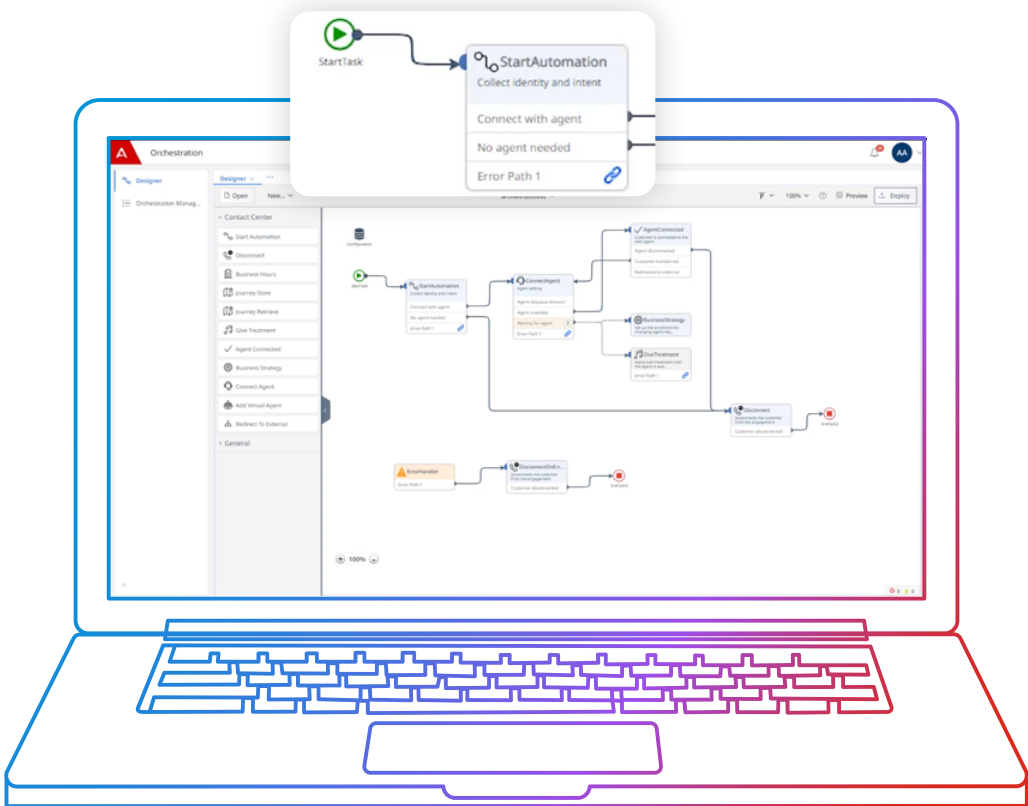
In the AI-orchestrated era, customer experience software is the central nervous system of the enterprise. It connects every business process, integrates every interaction, and empowers organizations to orchestrate AI to make data-driven decisions and act on its own to deliver precise experiences—what’s called ‘Agentic AI.’

This transition isn’t solely about technology; it requires a shift in mindset. Organizations must move from a cost-reduction focus to a value-creation approach. The question is: Is your contact center strategy designed to build business value?

Remake the contact center into the connection center

The contact center landscape is at a turning point. Traditional CCaaS architectures were built for a pre-AI world, relying on rigid monolithic designs that cannot orchestrate the seamless, personalized experiences your customers now expect.

The Avaya Infinity platform is built to deliver full AI orchestration—a unified ecosystem where AI agents and Avaya solutions work in harmony. This isn’t just about adding AI to your tech stack; it’s about powering transformative, hyper-personalized customer experiences across your organization.



Avaya Infinity: a single converged platform

We recognize that many organizations face trade-offs between innovation and security or advanced features and existing infrastructure. The Avaya Infinity platform eliminates these trade-offs through a unified code base, ensuring a consistent feature set, seamless deployment, and backward compatibility.

Avaya Infinity injects modern technology, including AI and intelligent orchestration, into existing enterprise environments, connecting the channels, insights, technologies, and workflows that together elevate customer and employee relationships.



Dashboards with greater visibility

By combining customer journey data and agent workflow automation, Avaya Infinity provides your leadership and teams with 360-degree visibility and customizable dashboards.



Low-code/no-code implementation

With the platform's feature-rich, drag-and-drop flow designer, implementing workflows has never been easier, accelerating deployment and reducing IT complexity/dependency.

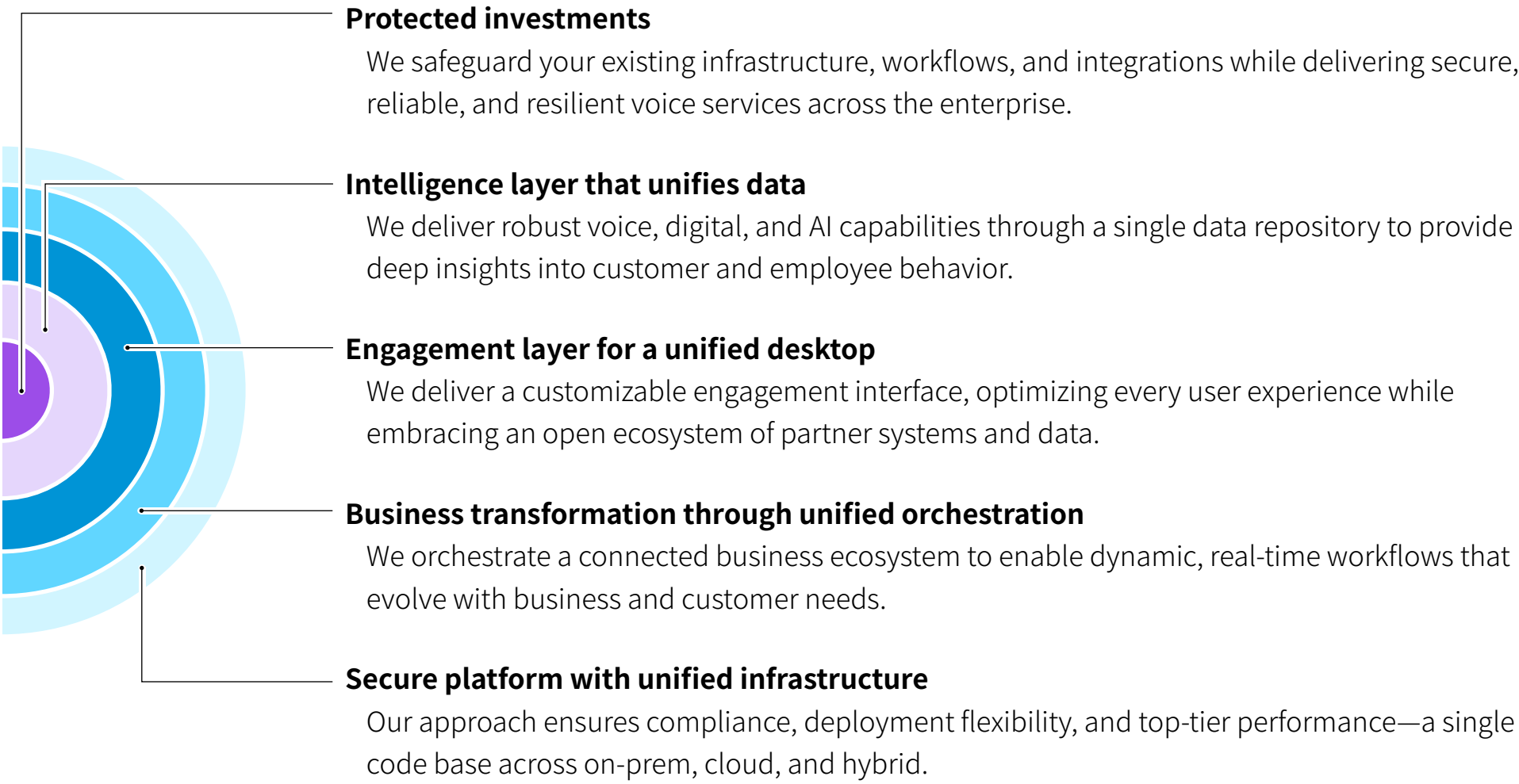


Secure customer connections

With our secure SDK, your apps and IoT devices seamlessly integrate with back-end systems, enabling secure, personalized interactions.

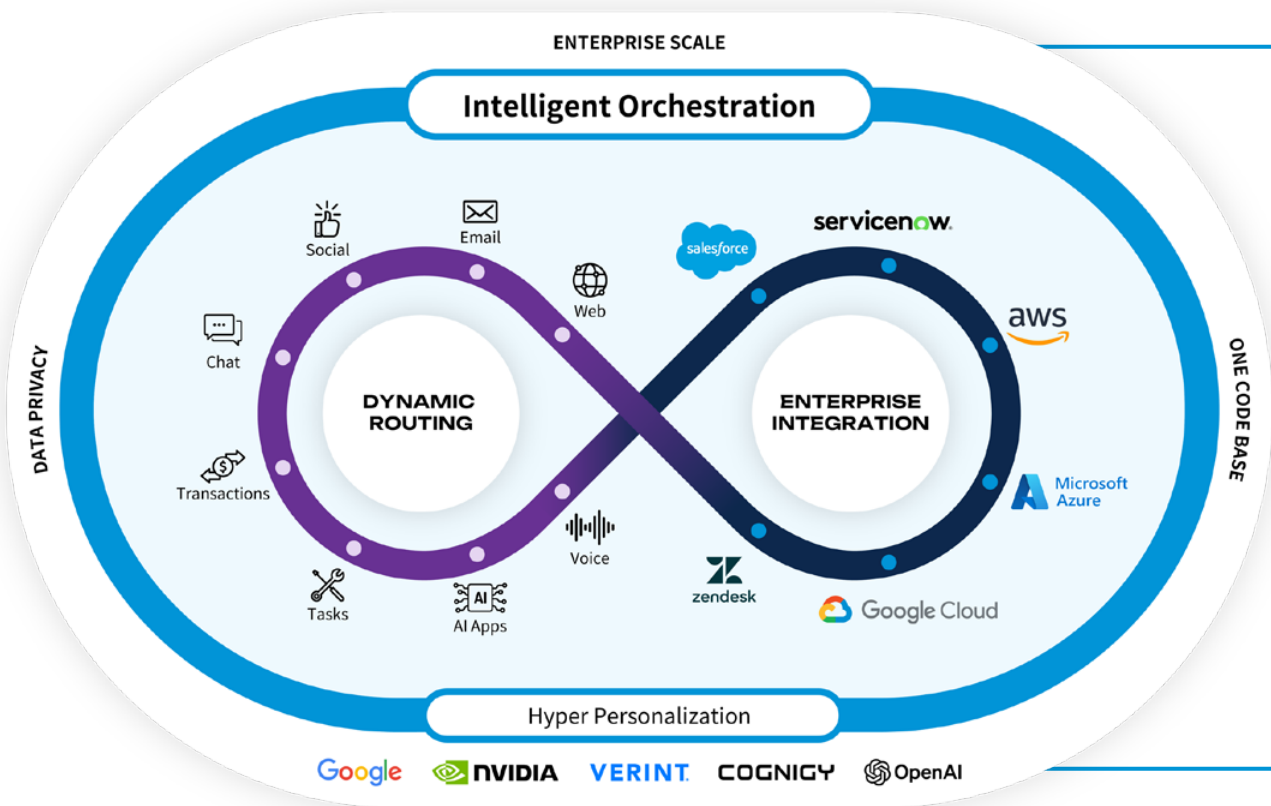
Elevating experiences through unified innovation

Avaya Infinity helps you move up the technology stack in a unified and intentional way—each layer building seamlessly on the next.



Avaya’s differentiated approach: secure, unified, and personalized

Our architecture is designed to give your organization freedom and flexibility. With AI-powered orchestration, it’s no longer only about efficiency. It’s about trust, security, and making every interaction more meaningful.

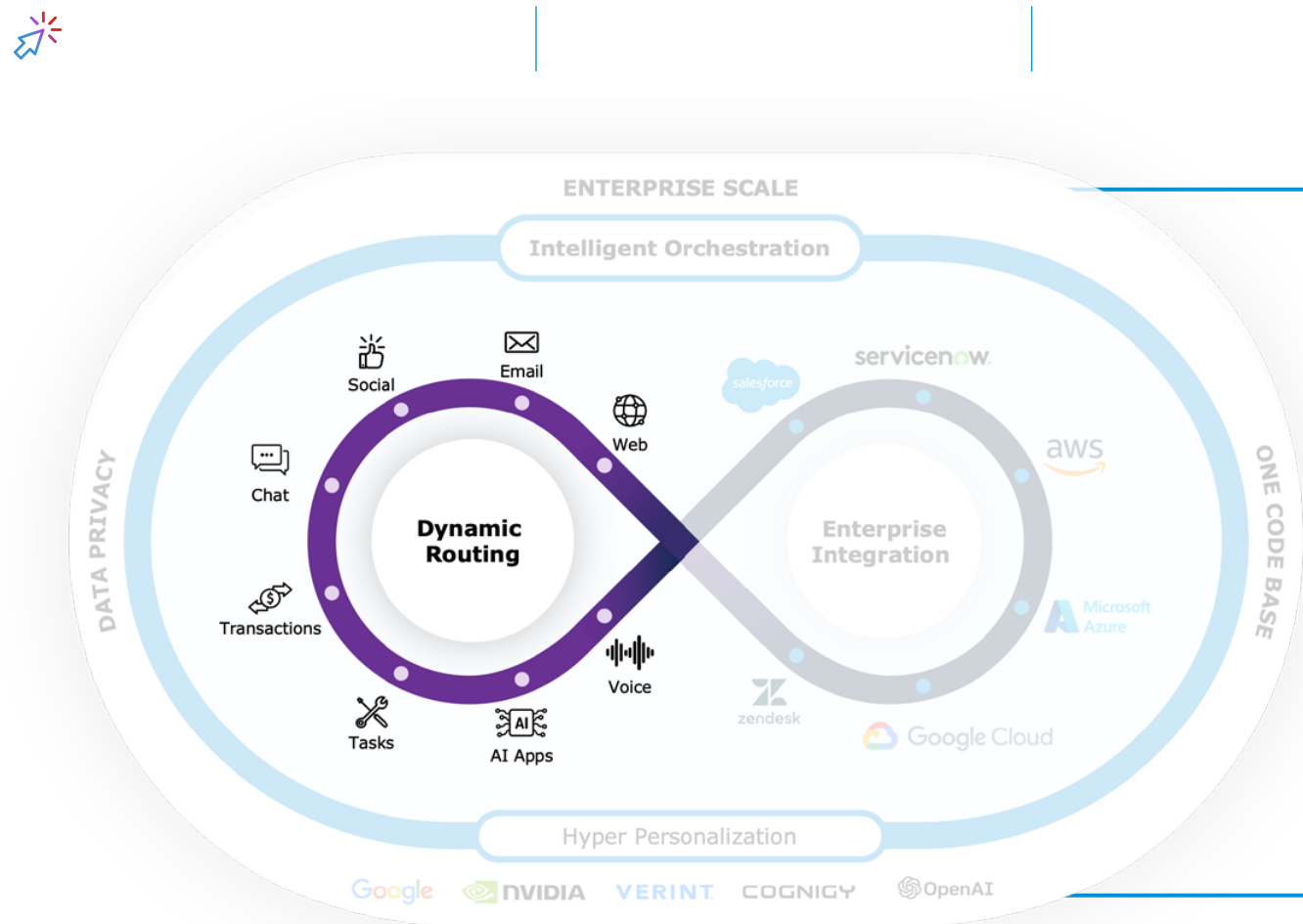


Streamline business operations

The heart of Avaya Infinity is Intelligent Orchestration—a game-changing capability that unifies AI, native applications, and disparate systems, whether they’re from Avaya, our partners, or your own infrastructure.

Avaya’s differentiated approach: secure, unified, and personalized

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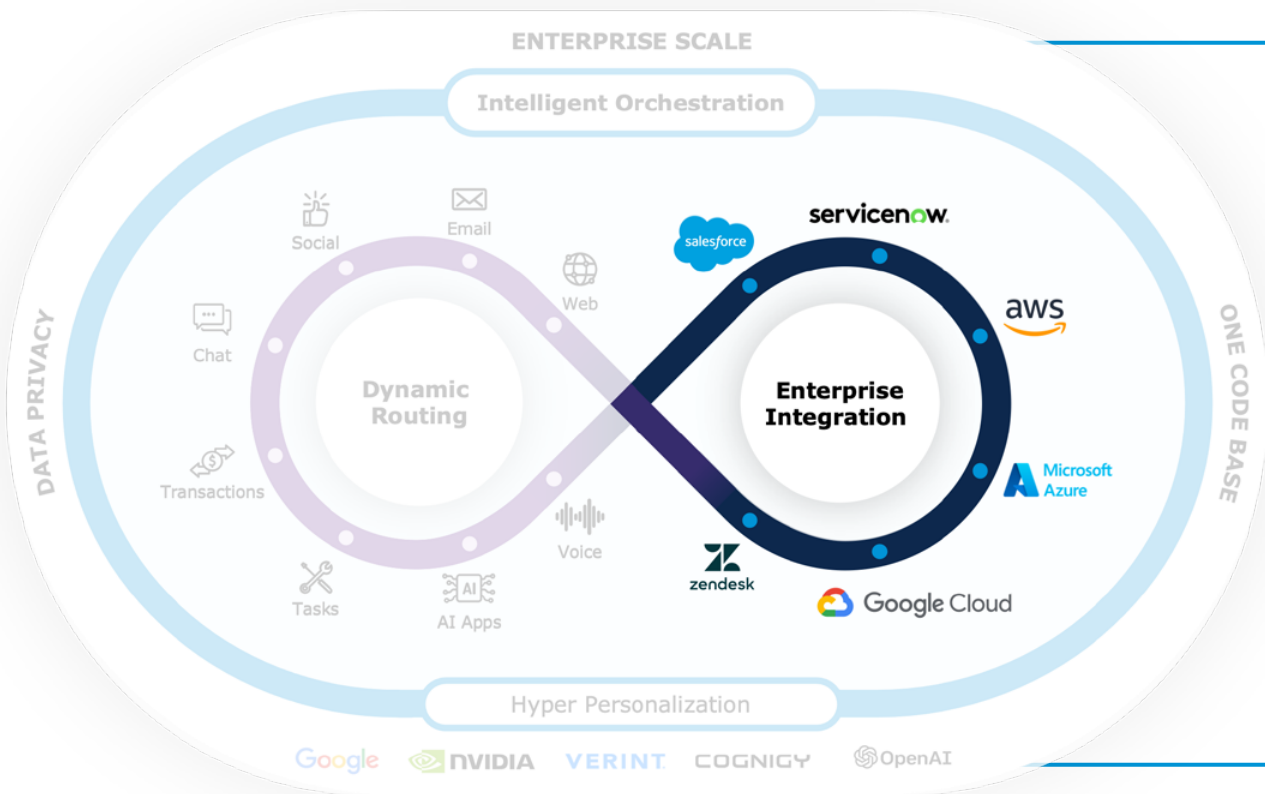


Orchestrate both customer experience and agent workflows

We eliminate fragmented journeys and disconnected touchpoints by creating one continuous conversation that follows the customer across every channel, data point, and workflow.

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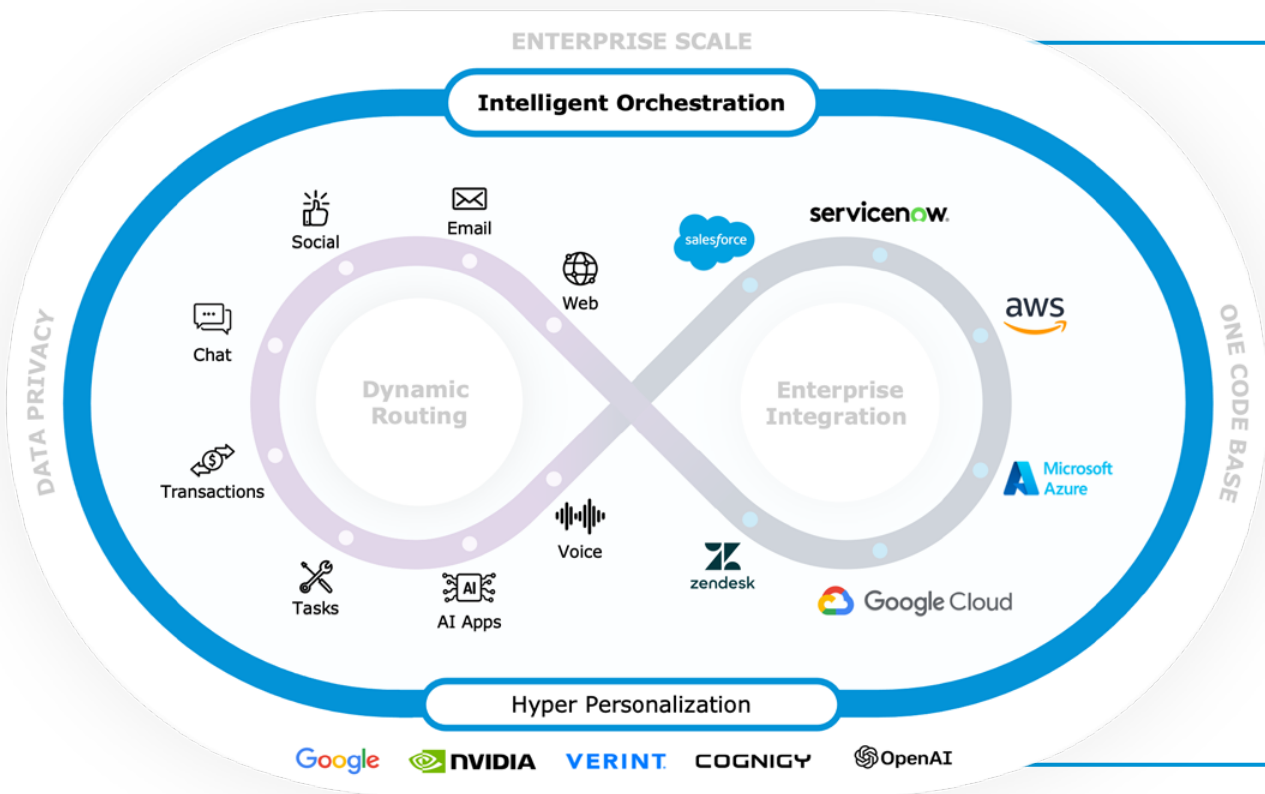


Connect and orchestrate without a heavy lift

Enterprise integration with Avaya Infinity is designed to transform customer and employee experiences by seamlessly connecting all enterprise systems—not just the contact center.

Avaya’s differentiated approach: secure, unified, and personalized

Our architecture is designed to give your organization freedom and flexibility. With AI-powered orchestration, it’s no longer only about efficiency. It’s about trust, security, and making every interaction more meaningful.



Tailor customer and employee experiences

Avaya Infinity delivers hyper-personalized experiences by unifying internal and external data into a single, intelligent approach, enabling tailored interactions for your customers, and every agent and employee in your organization.

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Avaya Infinity: a single converged platform

Elevating experiences through unified innovation

It’s time to reimagine the contact center

Avaya Infinity is a unified, intelligent platform for your organization that prioritizes flexibility, personalization, and future readiness.

A modern, secure platform that supports flexible deployment options and ensures comprehensive data security.

End-to-end orchestration that transforms enterprises into well-coordinated ecosystems by connecting all systems and applications.

Hyper-personalized experiences that leverage data to create tailored interactions, enhancing customer loyalty and satisfaction.

Forge unbreakable customer connections

The contact center isn’t living up to its potential. Avaya Infinity removes silos and unifies experiences to remake your contact center into a connection center.

Learn more about [Avaya Infinity](#)

About Avaya

Avaya is a global enterprise software leader that helps the world's largest organizations and government agencies forge unbreakable customer connections. The Avaya Infinity platform is built to unify fragmented experiences, equipping enterprises to evolve their contact centers into connection centers and strengthen relationships that create business value. Learn more at www.avaya.com.

