Avaya Media Processing Server Release 3.5

Expanding the Customer Experience

Today, customer service must remain a top priority. Long waits in queue, being disconnected while being transferred and fighting through long cumbersome menus reduce customer satisfaction. According to industry benchmark research, 92 percent of customers form an opinion about your company through their interaction with the contact center and 62 percent would stop using the company's goods or services if they encounter a bad experience.

Avaya Media Processing Server (MPS) was created to concentrate on the major challenges that face businesses and contact centers. By making use of the Avaya MPS advanced speech capabilities such as Natural Language, Text-to-Speech and Speaker Verification, organizations are able to confront their challenges head on. Avaya MPS can improve customer satisfaction while reducing operational expenses overall.

With the adoption of Avaya MPS, customers can interact with your business any time of the day or week. Contact center agents are able to offload more basic inquiries and focus on revenue-generating calls that can enhance customer loyalty, increase customer acceptance rate, and sharpen your competitive edge.

Carrier-grade reliability and scalability are hallmarks of the Media Processing Server, the platform core for a family of Interactive voice response (IVR) platforms that enable the creation and servicing of voice response and self-service applications of all sizes. Systems range from 24 to 11,540 ports for networked and non-networked applications. The Avaya MPS core software can be deployed across several different platforms and in different packaging to address a variety of target market spaces ranging from very large carrier or government deployments to local enterprises.

Avaya Media Processing Server Release 3.5 reflects a continuing commitment to the Avaya MPS self-service platform — a completely open, protected and scalable client/server-based platform. MPS Release 3.5 builds upon its rich natural language speech capabilities with the support of the latest Nuance speech engine. With support for VoiceXML 2.1, MPS Release 3.5 provides an environment with potential to accelerate application development while expanding third-party integration support via the Avaya AES interface (with Avaya® PBX) and via the MRCP Franchise offering (with regional OEM speech engines).

Media Processing Server Release 3.5 Key Features and Benefits

Nuance 9 Speech Engine support

Centering on three categories – accuracy, reliability, ease of use and maintenance – Nuance 9 is the latest Automated Speech Recognition (ASR) engine from Nuance.

Accuracy

- Improved acoustic modeling and end-pointer detection

- Better performance for mobile phone users

- More natural caller experience with enhanced natural language understanding (NLU)

Reliability

- Logging, licensing and security improvements

Ease of use and maintenance

- Application standards: Speech Recognition Grammar Specification (SRGS), Extensible Multimodal Annotation Markup Language (EMMA), Semantic Interpretation for Speech Recognition (SISR)

- Updated Recognizer API

MRCP Open Interface (Franchising)

Media Processing Server 3.5 release supports all MRCPv1 servers from certified vendors under the MRCPv1 franchising program. This enables Avaya MPS to interact with other MRCPv1-compliant speech vendors. Avaya MPS provides an MRCPv1 client to run against the vendor's MRCPv1 stack for certification. The MRCPv1 vendor resource software resides on the Media Server node. The Avaya MRCPv1 Client is configured with the Large Vocabulary Response (LVR) component and the Text-To-Speech component on the Speech Server node. In addition, a Web server is available to provide grammars and lexicons to the Media Server. This enables Avaya Professional Services Organization (PSO) to integrate regional ASR engines focused on specific languages. Such engines typically reflect a greater understanding of the dialects and speaking mannerisms of a local language.

SCE Release 3.5

Avaya's Media Processing Server Release 3.5 supports the VoiceXML 2.1 standard; in order to take effect, the Service Creation Environment (SCE) has been modified to support version 2.1. The existing blocks in MPS Release 3.5 will continue to produce the same VoiceXML produced in SCE 1.0. The version tag has been modified to support VoiceXML 2.1. All new VoiceXML functionality is available using the Custom Block.

Hot Deployment

The Hot Deployment feature enables applications to be deployed and redeployed without the need to restart the Web Server, which can speed up development and production deployment time.

Web Services Complex Data Types

A new Web Services View has been added to SCE, enabling Web services to be defined centrally in an SCE application. Also, the Web Services Block has been enhanced to support complex data types.

Anonymous Connector

The Anonymous Connector minimizes the need to cross the lines in a diagram. It is similar to the MPS developer anonymous connector.

Pages

Pages provides the ability to split a larger diagram onto multiple pages. This enables the application to be flattened out and makes it possible to jump between blocks in different applications. As a result, larger applications can be split into numerous smaller applications with navigation between blocks in the different applications.

Avaya Application Enablement Server (AES)

In MPS 2.1 and MPS 3.0, MPS CTI supported the Avaya ASAI DLG CTI link via the Multi-Application Platform for Definity (MAPD) card in the Avaya PBX. The MAPD is at End of Life. The Avaya AES supports similar functionality using the ASAI link. In MPS Release 3.5, CTI will support the next generation of the Avaya ASAI connection. Avaya AES is both hardware and software. The DLG is software that runs on the Avaya AES. Instead of talking to the MAPD on the Avaya switch, the Avaya CTI server talks to the Avaya AES which runs the DLG through the ASAI link. Customers with existing deployments of MPS connected via MAPD to an Avaya PBX can reduce costs by upgrading to AES.

Oracle 11g client

Oracle 11g client is a data management solution ideally suited to the needs of mid-sized businesses. Oracle 11g client can be installed on Windows 2003 operating system and is easy to manage with automated management capabilities and scales seamlessly as your business and IT needs grow. Oracle 11g manages all data types

and enables all your business applications to take advantage of the performance, reliability, security and scalability.

MPS customer using Oracle RDBMS can take advantage of the feature and support updates within this recent version from Oracle. This can decrease internal IT costs and resource investments.

Common Channeling Signaling Server (CCSS) — SIP Support for MPS AP N+1 Redundancy

The CCSS-SIP server can be deployed and configured to operate in two modes (TMS integrated mode — DSSI and PROXY). The two modes of deployment provide similar functionality although some differentiation does exist. Few specialty services involving dynamic media resource allocations are achieved in PROXY mode. Now all MPS SIP deployments can take advantage of the N+1 AP option. The additional resiliency of N+1 increases MPS system "up time", nearly eliminating application processor related downtime. Customers with SIP deployments can avoid the expense, revenue loss, and diminished customer satisfaction associated with such downtime.

PVI offering for CCSS — SS7 and SIP

MPS Release 3.5 provides a Platform Vendor Independent (PVI) offering for CCSS — SS7 on Solaris Platform and CCSS —SIP for Solaris and Windows platform. MPS SSsuite installer and PVI checker (if change required) have been updated for this offering. Avaya partners and customers

can supply their own CCSS servers when they use SS7 on MPS. This can reduce costs and enable businesses to use their own internally approved servers, which can streamline internal approvals regarding IVR/contact center operations, saving time and resources.

Learn More

To learn more about the Avaya Media Processing Server contact your Avaya Account Manager, Avaya Authorized Partner, or visit us online at **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.

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