

# APPLICATION DELIVERY FOR ENTERPRISE AUDIO, VIDEO AND WEB CONFERENCING

A10 Networks and Avaya Offer Joint Industry-Leading Application Networking Solutions for High-Performance Unified Communications and Collaboration

## Challenge:

Today's enterprise communications capabilities are being stretched to the limit. There is increasing demand for integrating high-bandwidth application delivery and network virtualization, and global communications and collaboration requirements necessitate higher levels of infrastructure utilization with greater performance and reliability.

## Solution:

Avaya Aura Conferencing, Scopia Desktop and Mobile Applications in combination with A10 Thunder ADC help enterprises tackle these issues with an integrated, compact and cost-effective end-to-end enterprise communication and collaboration solution.

## Benefits:

- Streamlined corporate communication, collaboration and customer service through high-performance application delivery
- Improved network and application resilience and performance
- Transparent load balancing which optimizes network utilization and enables high availability
- Protection against outages
- Simplified management and reduced TCO through integration

The evolution of corporate communications is driving the need for reliable, high-performance unified communications and collaboration capabilities in organizations around the world. A10 Networks and Avaya have partnered to deliver industry-leading solutions for reliably delivering integrated audio, video and Web conferencing while lowering total cost of ownership (TCO). We've combined enterprise collaboration tools with high-performance application delivery to provide comprehensive enterprise communications capabilities to your users no matter which smartphones, desktops or tablets they're using.

A10 and Avaya's tightly integrated, best-of-breed unified communications platforms and application delivery controllers (ADCs) deliver the performance, scalability, security and deployment flexibility required by today's enterprises.

## The Challenge

Today's enterprise communications capabilities are being stretched to the limit by the rapid growth in high-volume traffic tied to a variety of conferencing activities like voice, video and web-based communications. Faced with growing user demands for multimodal real-time communication – and a huge proliferation in the number of systems, networks, applications and devices – enterprise communications architectures are rapidly growing in cost and complexity.

Global communications and collaboration requirements necessitate higher levels of infrastructure utilization with greater performance and reliability. These demands create numerous requirements for enterprise networks, including:

- Constant availability with configurable redundancy, virtualization and fault tolerance
- Global Server Load Balancing (GSLB) to operate anywhere
- Wide area network (WAN) usage optimization
- Simplified administration and operability to accelerate adoption and control operating costs
- Greater operating insight for better capacity planning to control future expansion costs

All of this has created a demand for integrating high-bandwidth application delivery and network virtualization. A10 Networks and Avaya have partnered to deliver an integrated, compact and cost-effective end-to-end enterprise communication and collaboration solution to help enterprises tackle these issues.

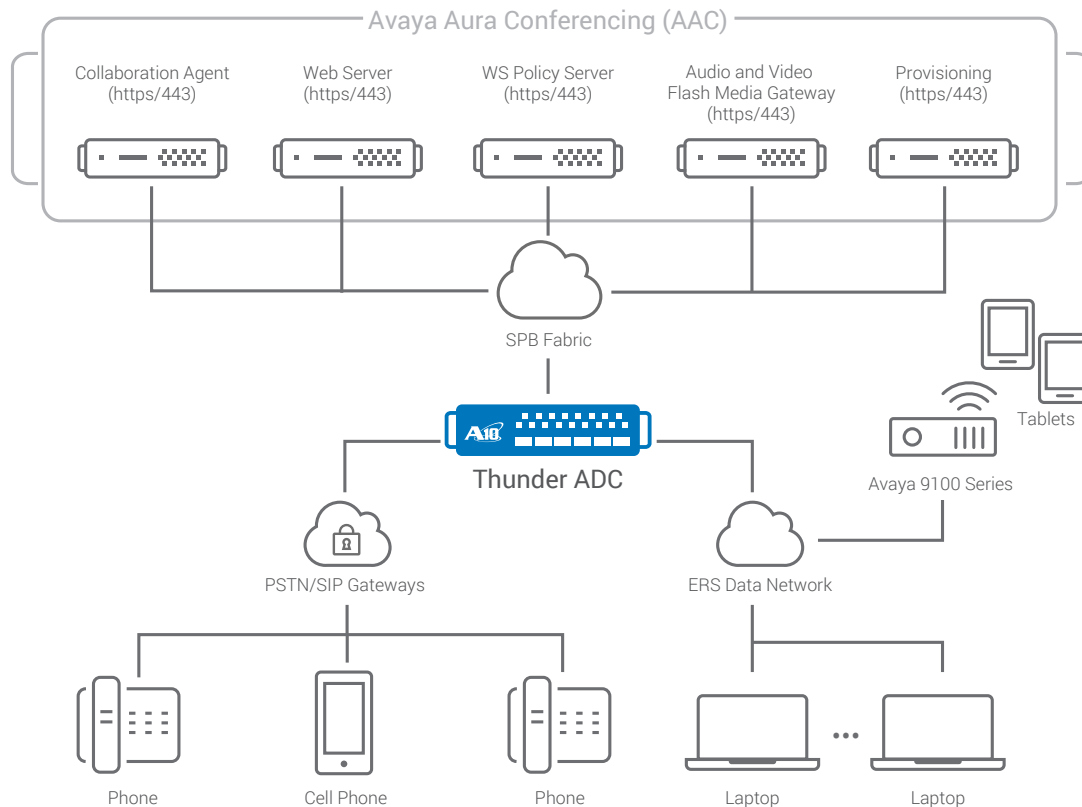


Figure 1: A10 Thunder ADC and Avaya Aura Conferencing integrated architecture

## The A10 Networks-Avaya Solution

A10 Networks and Avaya offer integrated application delivery and enterprise-grade conferencing solutions for business critical communications. These joint solutions enable unified communications with:

- Streamlined corporate communication, collaboration and customer service through high-performance application delivery
- Improved network and application resilience and performance
- Transparent load balancing of multiple Avaya Aura® and/ or Scopia® servers by the A10 Networks® Thunder® ADC line of Application Delivery Controllers, which optimize network utilization and enable high availability
- Protection against outages to business critical communication and collaboration capabilities
- Simplified management and reduced TCO through integration

As enterprises move toward unified corporate communication and collaboration infrastructures, they require high-performance, reliable application delivery. The combined A10 and Avaya solutions offer integration to work seamlessly across the network. Avaya Aura Conferencing, Scopia Desktop and Mobile Applications, combined with the power of A10 Thunder ADC, work together to ensure that corporate communications and application delivery are fast, reliable and easy to manage. Integration between Thunder ADC and the Avaya Aura and Scopia platforms delivers an effective, more scalable architecture with greater resilience and stability, and a smaller data center footprint, saving you both time and money.

Avaya Aura Conferencing delivers an enterprise-grade, on-premises multimodal conferencing suite for audio, video and fully integrated web-based communications. It supports mid to large sized enterprises, enables unified communications, on-demand collaboration and customer service – faster, with less complexity and at lower cost – anywhere in the world. Simpler deployment and streamlined provisioning, plus leaner hardware and enterprise-wide dial plans, all drive down costs and complexity. Avaya Scopia delivers the ability to join any video conference from any desktop or mobile device. This allows you to use video for collaboration on any device, regardless of location.

The Thunder ADC line of high-performance, next-generation application delivery controllers enables customers' applications to be highly available, accelerated and secure. A10 Thunder ADC delivers critical services in the most efficient hardware and software models. With its data center efficient design and compact form factor, Thunder ADC minimizes your rack space, power consumption and cooling costs.

## Features and Benefits

A10 Networks and Avaya deliver integrated, high-performance voice, video and collaboration to meet your unified communications needs. A10 Thunder ADC provides advanced load balancing as well as reverse proxies for Web collaboration and the audio/video in collaboration agent clients.

The integrated solutions allow you to:

- Lower your TCO through a smaller hardware form factor
- Streamline administration and increase visibility with access to granular details from the A10 GUI (bandwidth, current TCP connections, load-balancing algorithms, etc.)
- Reduce operating overhead through integrated SSL certificate management
- Secure your deployment through integrated network security features such as Distributed Denial of Service (DDoS) protection, Web Application Firewall (WAF) and SSL bridge security on any client to server transactions
- Leverage intuitive and flexible programmatic capabilities to meet the high demand for availability and performance

## Solution Components

- A10 Networks Thunder ADC line of Application Delivery Controllers
- Avaya Aura Conferencing
- Avaya Scopia Desktop
- Avaya Mobile Applications

The joint solution shown in Figure 1 combines A10 Thunder ADC and Avaya Aura Conferencing architecture in an integrated architecture.

## Summary – Failsafe and Cost-Effective Corporate Communications and Collaboration for the Enterprise

The combination of A10 Thunder ADC and Avaya Aura Conferencing, Scopia Desktop and Mobile Applications provides a highly scalable, cost-effective solution for high-performance unified communications and collaboration. It delivers always-on, high-performance application delivery while reducing deployment complexity and lowering operating costs. This combination reliably guarantees continuous access to hundreds of conferences and brings thousands of people together to collaborate simultaneously, making unified communications easier and more efficient than ever.

## About Avaya

Avaya is a leading provider of solutions that enable customer and team engagement across multiple channels and devices for better customer experience, increased productivity and enhanced financial performance. Its world-class contact center and unified communications technologies and services are available in a wide variety of flexible on-premises and cloud deployment options that seamlessly integrate with non-Avaya applications. The Avaya Engagement Environment enables third parties to create and customize business applications for competitive advantage. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information please visit [avaya.com](http://avaya.com).

## About A10 Networks

A10 Networks is a leader in application networking, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide. For more information, visit: [www.a10networks.com](http://www.a10networks.com)

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To learn more about the A10 Thunder Application Service Gateways and how it can enhance your business, contact A10 Networks at: [www.a10networks.com/contact](http://www.a10networks.com/contact) or call to talk to an A10 sales representative.