



WHITE PAPER

Capture the Power of Intelligent Orchestration

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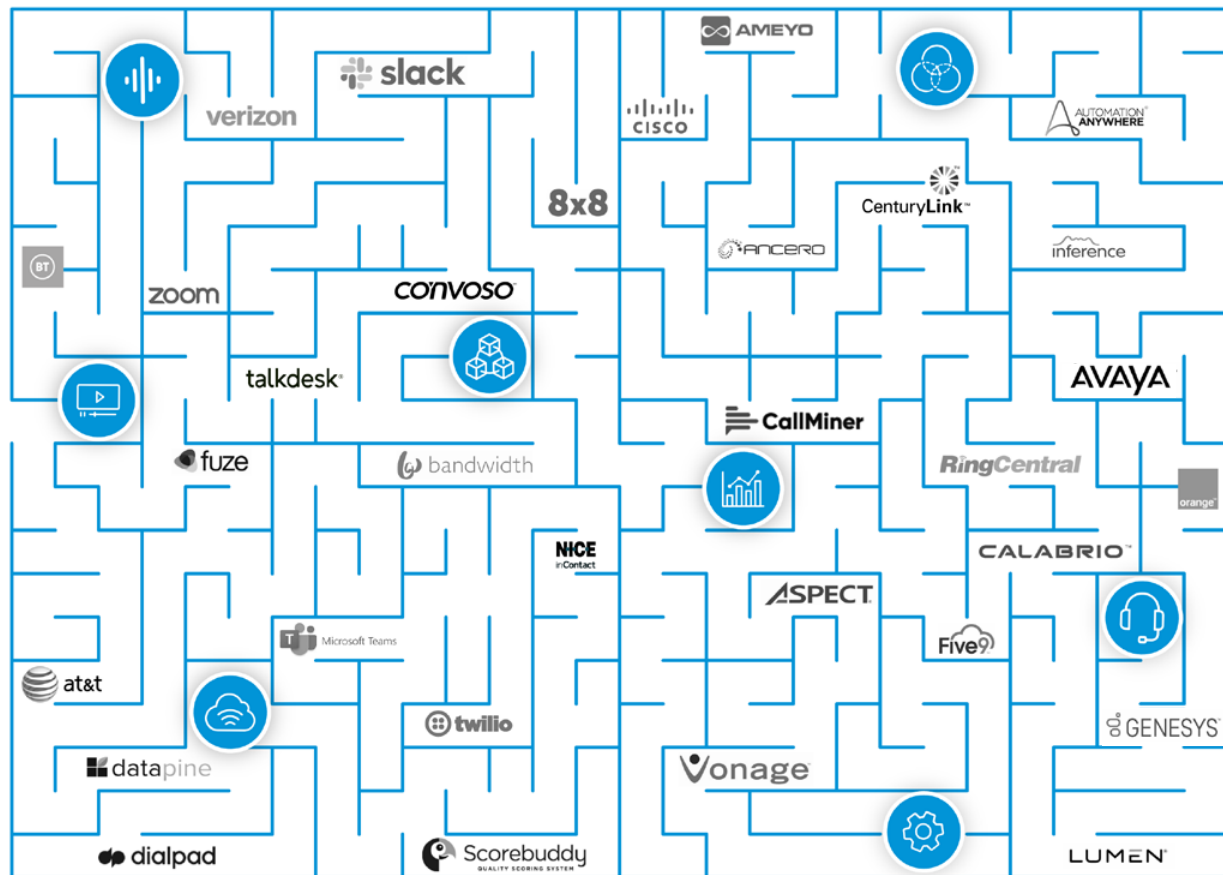
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The State of CX and the Need for Intelligent Orchestration

Organizations are challenged to deliver exceptional customer experience (CX). Today’s CX reality of disconnected experiences leave customers feeling abandoned due to disjointed journeys; lack of personalization impedes revenue growth; dissatisfied customers are leaving, further damaging brand and Customer Lifetime Value (CLV) opportunities. Workforces are fatigued due to repetitive tasks and outdated tools leading to high stress and poor engagement driving attrition.

The cost of complexity and pressure to adopt AI are real. Disconnected processes hinder efficiency and collaboration while limited tools and budgets stifle innovation. Simply having an AI strategy doesn’t solve fragmentation or resource strain. AI implemented without proper integration might contribute further to complex and siloed experiences, adding layers of complexity rather than streamlining processes, and carries additional security, trust and risk concerns.

20 Years of Point Fixes Have Created Silos and Dead Ends



For years, enterprises have been trapped in a maze of disconnected systems, rigid workflows, and costly integrations, leaving enterprises and their customers dissatisfied while stifling agility and innovation.

The solution isn't to start over but to modernize; preserving the value of your existing investments with Avaya while introducing flexible, cutting-edge technology that's secure, compliant, and easy to adopt.

Built to unify fragmented customer experiences, Avaya Infinity™ equips enterprises to evolve their contact centers into connection centers strengthening their most important relationships.

Avaya Infinity™ injects modern technology including AI, with support for **Model Context Protocol (MCP)** – the open protocol that standardizes how AI models interact with tools, APIs, and memory via structured context – and intelligent orchestration into existing enterprise environments, connecting the channels,


insights, technologies and workflows that together create customer and employee relationships. With Avaya Infinity™, organizations can become almost infinitely adaptable to evolving customer and market demands.

More Connected Experiences, Stronger Customer Bonds.

The Avaya Infinity™ platform enables the world's largest enterprises and public sector organizations to strengthen the customer connections that build business value. The platform gives customers the advanced capabilities they need to interact with organizations on their terms while improving the quality of the one-to-one human relationships that dictate enterprise success.

Avaya Infinity™ creates connected customer experiences by:

- **Connecting Channels:** bringing voice and digital channels together to keep customer and employee communication flowing seamlessly.



Avaya Infinity supports on-prem, cloud, and hybrid environments. Unlike others, Avaya rejects the false choice between innovation and security, proving enterprises can have both.

- **Connecting Insights:** combining fragmented data and illuminating customer and employee behaviors to speed smarter decisions.
- **Connecting Technologies:** unifying AI, applications and disparate systems into a single ecosystem to keep businesses agile.
- **Connecting Workflows:** integrating and seamlessly orchestrating every workflow to deliver instant, hyper-personalized experiences that reflect infinite customer journeys.

By reimagining connections, systems, and decisions, businesses can break through these barriers and unlock the full potential that delivers meaningful transformation experiences – modern tools where dynamic workflows, unified insights, and deep integrations empower enterprises to deliver experiences that drive business growth - with the power of AI adoption.

The Technical Advantages with Avaya

Avaya's solutions are meticulously designed emphasizing the protection of existing investments including scalability and resilience, business processes, and integrations with its best of breed ecosystem while providing secure, reliable, and resilient voice services across the enterprise, providing continuous value and safeguarding operations.

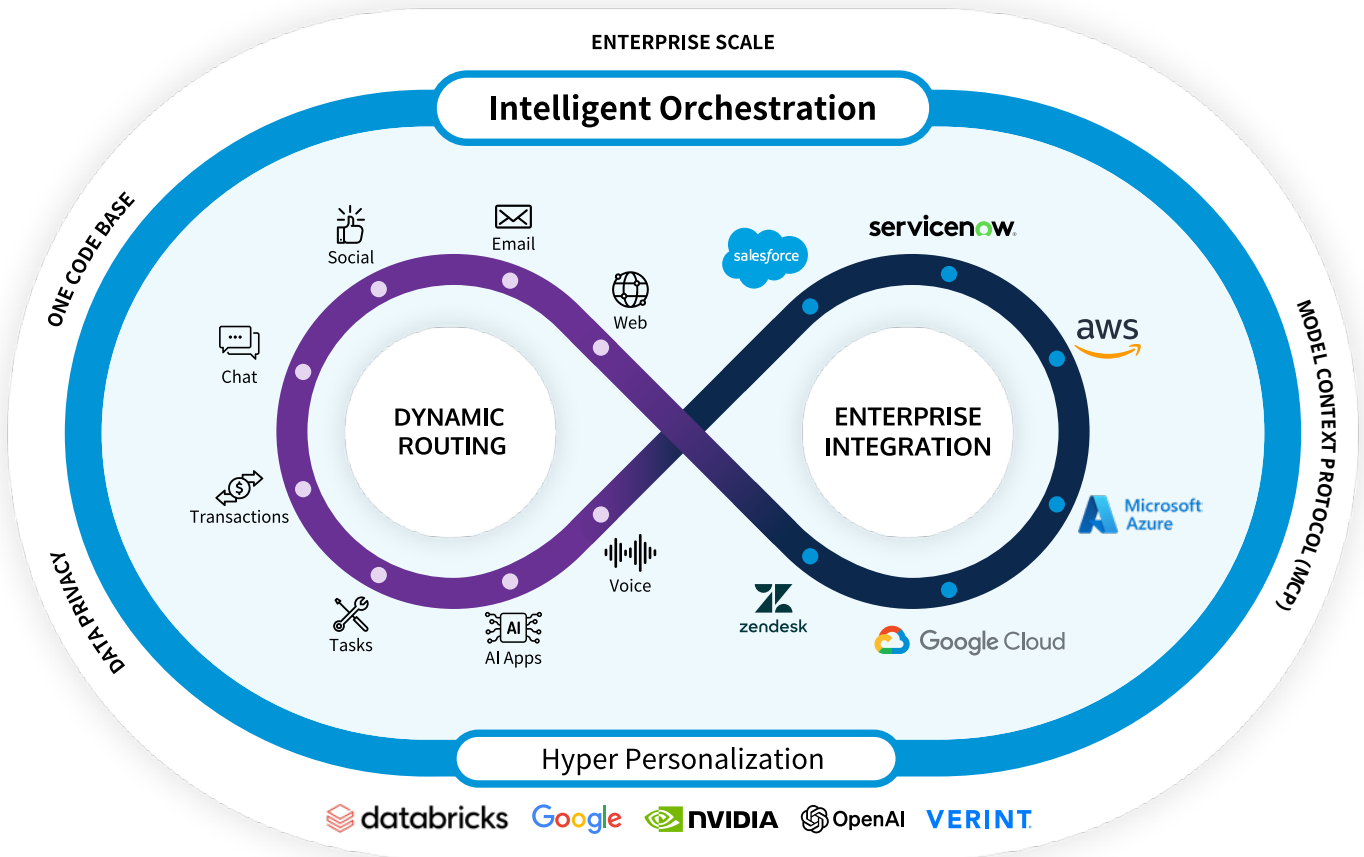
The intelligence of Avaya Infinity™ integrates voice, digital, self-service, and AI implemented with a modern data lakehouse architecture. Avaya Infinity delivers profound insights into customer and employee behaviors, enhanced through strategic technology partnerships, enabling you to make smarter, faster decisions.

Avaya Infinity engagement offers a customizable interface tailored for agents, supervisors, and line-of-business users. It aligns with KPIs, integrations, Generative AI, and user needs, curating intelligent actions and channels to optimize every experience. This approach embraces an open ecosystem of partner systems and data, allowing enterprises to retain and grow existing investments and processes.

Avaya orchestrates a connected 360-degree business ecosystem, transforming static workflows into adaptive, modern experiences. By uniting your customer and employee engagement, Avaya Infinity enables dynamic, real-time workflows that evolve with business and customer needs, surpassing traditional pure CCaaS offerings.

All of this is underpinned by a secure platform that ensures compliance, deployment flexibility, and top-tier performance. Avaya Infinity supports on-prem, cloud, and hybrid environments. Unlike others, Avaya rejects the false choice between innovation and security, proving enterprises can have both.

The bottom line: Avaya delivers an intelligent and secure platform that transforms your customer and employee experiences, safeguards your investments, and offers the flexibility to innovate at your own pace—without compromise.



Avaya Infinity™ delivers a unified platform with stringent, best-in-class security, dedicated resources, and geo-redundancy. Enterprises gain full data ownership, sovereignty, and control, eliminating cross-tenant data concerns.

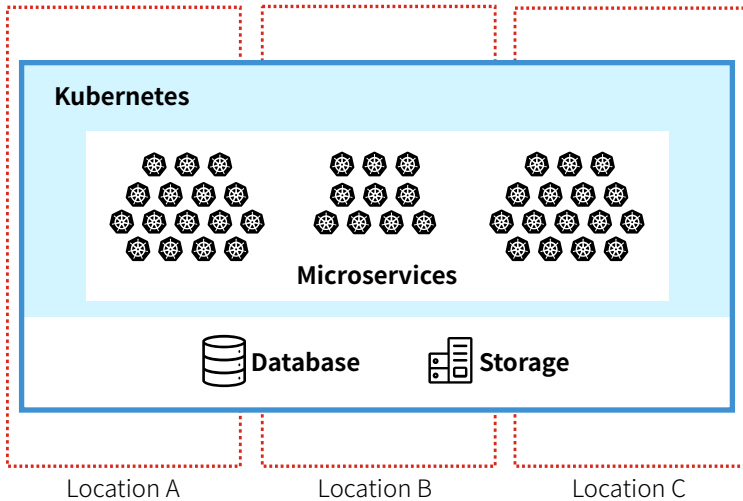
Rearchitecting Enterprise CX with Model Context Protocol (MCP)

At the core of CX transformation lies Model Context Protocol (MCP), an innovation that empowers enterprises to move beyond legacy limitations and embrace intelligent, adaptive workflows. MCP delivers an open, model-agnostic framework, enabling seamless integration of leading AI models and diverse data sources without the need to overhaul existing systems. By centralizing trust, security, and governance, MCP ensures compliance and transparency at scale—supporting dynamic deployments and accelerating business innovation while safeguarding data sovereignty.

Differentiated Architecture

Central to the modern architecture is a unified platform, offering the flexibility, security, and control that enterprises require. This hypervisor agnostic design and purpose-built approach prioritizes data privacy, sovereignty, regulatory compliance, and enterprise scalability. The offering is the perfect blend of cloud benefits – zero downtime updates, fast access to the latest features, superior survivability - with the security, flexibility, and unmatched data privacy of on-prem solutions.

Avaya Infinity Architecture Principles



Modern Cloud Architecture – Deployed Everywhere

- Deployment choice—on-prem, cloud, or hybrid
- Leading hyperscalers – AWS Outpost, Azure Local, Google Distributed Cloud—and customer-prem environments

Deployment Purpose Built for Customers

- Superior data privacy, security, and resilience

Unlocks Enterprise Data for AI/ML

- Frictionless access to transcripts and event data across channels, critical fuel for AI/ML models
- Flexible AI-agnostic approach orchestrating multiple AI models

Global Active / Active Resiliency across Locations

- Global presence, no single points of failure
- Reduces downtime risk and boosts performance

Upgrade path for Avaya Aura® & CC Elite

- Low-friction migration, not rip-and-replace
- Side-by-side integration to modernize at your pace

Flexibility in Deployment:

Avaya Infinity supports on-premises, cloud, and hybrid environments, leveraging Kubernetes and microservices for scalable, resilient, and efficient operations that adapt to an enterprise's evolving needs. Enterprises have the flexibility to tailor their deployment to specific location requirements, opting for on-premises deployment where necessary while leveraging cloud in other areas. This approach ensures that each site operates under the optimal configuration for its unique needs. Avaya Infinity's modern, unified architecture accelerates service evolution, ensuring agility, innovation, and future readiness without compromise.

Data Sovereignty and Control:

Avaya Infinity enables compliance and builds trust by ensuring your data remains wherever necessary to meet the regulatory landscape. The platform helps organizations maintain control over their data, reducing risks and allowing you to quickly adapt to changing rules without disrupting business operations. **Avaya's partnership with Databricks**, a leading data and analytics provider, simplifies and democratizes data and AI to deliver enterprise-grade data security and governance at scale.

Compliance Assurance:

Avaya prioritizes security and compliance as a first principle for those organizations that have the most demanding of environments – global government entities, Fortune 50 financial services customers, and the largest healthcare providers in the world – ensuring compliance standards are achieved through strict third-party audit process management.

Differentiated Omnichannel Powered by Workflows

Avaya Infinity omnichannel experience is differentiated by the fluid, easy and intuitive way that agents and customers can transition from one channel type to another. The same tools are used to create workflows for both agents and customers. Agents are empowered to launch workflows based on the needs of the customer in the moment. Avaya Infinity launches CX and EX workflows automatically as and when needed. By eliminating fragmented journeys and disconnected touchpoints, the platform creates a continuous conversation that follows the customer across every channel, data point, and workflow as a single unified interaction.

Avaya Infinity unifies channels, interactions, data, and workflows. It integrates seamlessly with enterprise systems (CRM, ERP, CDP, and more) using low-code modules and supports AI-driven workflows for real-time, strategic decision-making. Data moves asynchronously (not in one direction) across the enterprise, to and from the back office with no pro-services development required.

Low-Code / No-Code Workflow:

Avaya Infinity workflow capability allows modules that facilitate access to backend CRM systems. It provides HTML blocks that aid employees through their experiences. Workflow subroutines enable workflows to easily be reused across the enterprise. The platform's low-code / no-code workflow design empowers employees with customized, persona-curated desktops, providing them with the necessary resources to deliver exceptional service. Dynamic routing and tailored workflows ensure employees have the right data and insights at the right time, enhancing the real-time customer and employee experience.

Contextual Engagement driving Hyper Personalization:

Avaya Infinity unifies conversations, streamlines workflows, and enhances employee capabilities, enabling enterprises to drive experiences that lead to measurable business outcomes. Based on identifiable information provided automatically like email address or solicited by the organization, the platform accesses the customer's history to tailor their experience, providing context to AI to fulfill the customer need or connects the customer with the agent for additional assistance. As needed, the agent can receive guidance during customer interactions driving better outcomes.

Task Automation across Channels:

Avaya Infinity brings together all channels, including self-service, and data touchpoints, whether on-premises, in the cloud, or hybrid. Powered by a single, intelligent engine, every interaction ensures customers experience a seamless journey without disruptions or gaps. The system can provide a library of workflows to the agent which can be launched to aid the customer interaction. The workflow can search data repositories for relevant information or provide the customer instructions to complete their request. One Engine - All Channels - All Data.

Extending your Business Process Automation beyond the Contact Center:

Avaya enables all your business applications to operate as a single cohesive system, driving every interaction and delivering impactful customer experiences. The automation capabilities of Avaya Infinity workflow can direct positive business outcomes beyond the contact center. By orchestrating data and workflows into the appropriate business environments, the platform brings enterprise-specific customization to life. For example, an insurance claims inquiry can first be handled via self-service workflow, then steered into the back office, trigger a workflow, and then concluded in the contact center. This ensures CX and EX personalization is tailored, intelligent, and impactful for every customer interaction and employee engagement.

Open API Flexibility:

Utilizing open APIs, Avaya Infinity facilitates connectivity with key systems from across the enterprise including CRM, ERP, HRM, and KM, among others. These integrations can unlock streamlined data flows and workflow automation can provide synchronization across operations – including those outside the contact center - enabling comprehensive automation and reducing the necessity for extensive development efforts.

AI Flexibility & Choice:

Avaya distinguishes itself as an adaptable and enterprise-friendly AI partner by offering broad flexibility in AI adoption, whether on-premises, hybrid, or cloud. This approach supports an open, cost-conscious, and responsible AI strategy, empowering enterprises to integrate best-of-breed AI solutions, optimize costs, and drive measurable ROI without vendor lock-in. And with Avaya Infinity Model Context Protocol (MCP) support, enterprises are never boxed in and never locked down.

With Avaya, organizations can swiftly adapt using a flexible AI-agnostic approach by orchestrating multiple AI models, including LLMs, vertical AI, and task-specific models. The solution enables the management of multiple models, balancing cost efficiency with optimal performance, while maintaining protective AI guardrails.

With Avaya Infinity, enterprises not only can efficiently manage diverse models, optimize workflows, and ensure compliance and reliability, driving higher business value but also integrate siloed AI systems. This allows enterprises to interlock and deploy relevant AI across all channels. This ensures a versatile, scalable and efficient approach tailored to your business needs.

With MCP, the Avaya Infinity platform is designed to help customers:

- Innovate on their terms with an open, model-agnostic platform. Choose the best AI models for their business, whether from OpenAI, Anthropic, Google, or emerging innovators and integrate them with plug-and-play ease, all without rearchitecting workflows.
- Deliver contextual experiences that create enduring connections. Tap into exponentially more data sources — CRMs, knowledge bases, electronic health records (EHRs), and more — in near-real-time, eliminating data silos and powering smarter, more relevant interactions.
- Build with enterprise-grade trust, security, and governance at scale. Deliver control and transparency centralized through a platform that's fully auditable and proven to maintain compliance in the largest and most complex industries and public sectors.

Cost Sensitive AI Strategy:

In response to large language model (LLM) disruptions, Avaya offers orchestration enabling a flexible AI strategy. Organizations can choose cost-effective LLMs, including more affordable alternatives from various providers. Additionally, "token tax" optimization is achieved by reducing AI expenses through on-premises hosting and a multi-vendor AI strategy.

Artificial Intelligence:

In concert with Avaya Infinity flexible AI approach and support for MCP discussed above, organizations can integrate their own bots for both digital and voice applications. Real-time transcription capabilities and the associated APIs facilitates scenarios where organizations can transfer transcriptions to other enterprise systems.

AI-powered CX Automation:

AI-powered customer experience (CX) automation enhances contact centers by improving customer experience through AI-driven assistants, agent productivity, and overall operational efficiency. This approach leads to measurable ROI by reducing operational costs while delivering CX innovation at scale.

Leveraging Agentic AI - where AI is orchestrated to autonomously make data-driven decisions and deliver precise, personalized experiences without human intervention - Avaya Infinity orchestration enables enterprises to integrate multiple best of breed AI capabilities to automate routine tasks and processes throughout the enterprise and within your workforce engagement environment, enabling agents to focus on complex and value-added activities.

Agentic AI, enabled with Avaya Infinity orchestration facilitates dynamic, context-aware interactions, providing personalized experiences that adapt in real-time to customer needs, preferences, and sentiment. This integration also supports continuous learning and improvement, as Agentic AI analyzes vast amounts of data to refine its algorithms and deliver increasingly accurate and effective solutions over time.



Workforce engagement solutions optimize efficiency and effectiveness by transforming contact centers into strategic resources by integrating tools like Contact Recording, Quality Monitoring, and Workforce Management, among others.

Orchestration:

Avaya Infinity single orchestration engine facilitates routing interactions across all voice and digital channels to omni agents in an integrated manner, creating a single conversation. Data and information from across the enterprise is incorporated into the workflow and delivered to the agent for inbound and outbound interactions and automated and assisted campaigns. Information gathered and requested during the interaction (including callback requests) is updated across enterprise systems (CRM, third-party apps, etc.) and incorporated into workflows. Workflows ensure compliance to PCI and other regulatory standards is adhered to.

Unified Experience:

The platform delivers a unified experience, ensuring that interactions flow fluidly from start to finish, regardless of their origin or destination inside and outside the contact center. Low-code / no-code workflow shepherds the contact, shaping both the agent and the customer experience through a common intuitive tool.


The agent and supervisor interface, utilizing a widget framework, is optimized for the user resulting in a personalized and curated experience. For example, a transcription widget enabling users to view transcripts and an agent assist widget providing guidance and additional capabilities can be utilized for determining the next best action. The Omni SDK includes mobile app compatibility for chat and WebRTC. Organizations have the ability to bring their own digital outbound which includes list and campaign management for preview, progressive, and predictive models, asynchronous messaging and social messaging. A generic CRM SDK connector is available for any CRM system where a prebuilt integration isn't currently available.

Workforce Engagement:

Workforce engagement solutions optimize efficiency and effectiveness by transforming contact centers into strategic resources by integrating tools like Contact Recording, Quality Monitoring, and Workforce Management, among others. Avaya Infinity provides a unified platform for orchestrating and managing these customer interactions, leveraging workforce engagement data to enhance workforce performance and customer experiences. This enables organizations to quickly make informed decisions, gain insights to boost operational efficiency, and elevate customer service to a strategic level. Organizations can also bring their own WEM.

Analytics:

Avaya Infinity transforms raw data into actionable insights—giving enterprises even greater insights and intelligence at every level of the enterprise. Real-time and historical analytics for both voice and digital are available out-of-the-box with the ability to make custom reports using Avaya's own tool. The next generation analytics capabilities leverages a data lakehouse architecture enabling more flexible and robust analytics capabilities. The advanced analytics package provides more granular access to lower level event data and transcription records to unlock robust business intelligence and machine learning uses cases. Integration to PowerBI tools supports the organization's desire to leverage data in other ways.



Avaya Infinity provides tools that enable organizations to leverage, if desired, existing capabilities such as dial plan analysis table, coverage paths, VDNs, vectors, vector variables, and abbreviated dial lists, among others and adds modernization for flexible, new, and differentiated experiences side by side.

Giving Customers BEST Path Forward

Avaya gives customers the BEST path forward – preserving existing investments, providing modernization enabling enterprises to transition from where you are today to where you want to go – embracing a new hypervisor agnostic architecture that orchestrates not only interactions but also exchanges information with enterprise tools, apps, and resources in a low-code / no-code model. Avaya Infinity provides tools that enable organizations to leverage, if desired, existing capabilities such as dial plan analysis table, coverage paths, VDNs, vectors, vector variables, and abbreviated dial lists, among others and adds modernization for flexible, new, and differentiated experiences side by side.

Though each enterprises' journey and pace is unique for adopting new technologies, there are two general paths as it relates to pivoting to a unified orchestration strategy:

1. Transition to Cloud
2. Modernize with Cloud Architectures deployed onto Customer on-premises

Which Path is Right for You?

Transition to Cloud

The benefits of cloud are well understood - high availability, flexibility and cost-effectiveness, among others. With Avaya, however, enterprises not only benefit from centralized system upgrades, patching, and management provided by Avaya but also realize the increased security, control, privacy, and customization of being deployed in a dedicated customer instance.

Modernize with Cloud Architectures deployed onto Customer On-premises

Avaya achieves deployment of cloud architectures into customer premise environments using what is known as edge computing. Edge computing is the ability for the leading hyperscalers to deploy the same software infrastructure that runs modern cloud workloads in the public cloud on to the hardware in the customer on-premises. The leading hyperscaler solutions for this are AWS Outpost, Google Distributed Cloud and Azure Local. These cloud architectures are managed by Avaya, maintained by Avaya specialists and provide zero downtime upgrades in place. Like a cloud deployment, edge computing workloads follow a modern microservices architecture powered by Kubernetes for scalable, high-performance operations.

Edge computing with Avaya Infinity gives organizations the benefit of cloud innovations - including Orchestration and AI modeling and other cloud capabilities as described above – with the added assurance of data sovereignty, control, and security of an on-prem deployment model. By design, edge computing keeps sensitive data closer to its source. This model gives enterprises an increased level of control over timing of releases, patching and upgrades.

Summary

Avaya Infinity delivers seamless, AI-driven orchestration for Customer Experience (CX) and Employee Experience (EX) from data sources beyond the contact center and outside of the enterprise, combining security, flexibility, and dynamic unified workflows enabling scalable modernization for the large enterprise. The platform eliminates fragmented journeys and disconnected touchpoints, enabling one continuous, seamless conversation across channels. It transforms enterprise systems into unified ecosystems, unlocking the full potential of data and workflows. Through intelligent orchestration and hyper-personalization, Avaya Infinity empowers organizations to transform customer experiences, optimize operations, and achieve unparalleled success in a competitive landscape.

Designed for the robust performance and scalable applications enterprises rely on, the platform architecture enables data security, regulatory compliance, and consistent reliability. It empowers organizations to scale confidently while safeguarding sensitive data, striking the perfect balance between innovation and security.

Avaya's open platform allows for a vendor-agnostic AI approach by orchestrating multiple AI models, including LLMs, vertical AI, and task-specific models. Leveraging our extensive ecosystem enables integration with multiple AI models and eliminates vendor lock-in. This flexibility allows businesses to select AI models that best fit their requirements, ensuring alignment with organizational goals.

Avaya Infinity delivers three layers of unique value:

- 1. Connect and Orchestrate Everything**, transforming enterprises into well-coordinated ecosystems by connecting and orchestrating all systems and applications, providing AI-driven insights including support for MCP to drive hyper-personalization, improved decision-making and operational efficiency.
- 2. Zero Compromise Enterprise CX Platform**, delivering unmatched enterprise CX with global scale, security, reliability, and redundancy for enterprises, mission-critical organizations, and government clients. Our flexible architecture enables seamless integration with preferred tools and vendors, ensuring openness and adaptability.
- 3. On-Prem, Cloud, and Hybrid Deployments**, empowering organizations to choose cloud, on-premises, or hybrid solutions, preserving existing investments while enabling seamless integration, scalability, and modernization—delivering enterprise-grade capabilities tailored to each customer's readiness and operational requirements.

Avaya Infinity empowers enterprises to reimagine traditional contact centers turning them into connection centers by leveraging and orchestrating real-time data and enterprise systems, transform fragmented experiences into authentic connections that nurture relationships and build loyalty.

Connect with your **Avaya account manager** to discuss how the intelligent orchestration capabilities of **Avaya Infinity** can modernize your contact center into a connections center or [Contact Us](#).

About Avaya

Avaya is a global enterprise software leader that helps the world's largest organizations and government agencies forge unbreakable customer connections. Our CX 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.

