



# Driving Intelligent Orchestration and Creating Connections

**Explore how Avaya is equipping enterprises to evolve the contact center into the customer connection center that strengthens relationships and builds business value.**

We examine the challenges faced by large enterprises in creating connected experiences for your customers and your employees, and how these challenges impact outcomes.

We explore how our platform strategy aligns with your needs, focusing on innovation that's adaptable, secure, and effortlessly integrated with your existing investments.

We dive into the capabilities of the Avaya Infinity™ platform for integrating intelligent orchestration, dynamic routing, and hyper-personalization to create a secure, seamless experience across every channel.

We look at how these changes can help organizations work smarter, with tools that empower collaboration, reduce IT dependency, and drive real business outcomes.

This document looks at the factors contributing to a fractured customer experience and, more importantly, how you can overcome the challenges to forge unbreakable customer connections.



## Today's customer experience reality

Disconnected

Frustrated

Defecting



## Today's employee experience reality

Overwhelmed

Disengaged

Unmet Potential

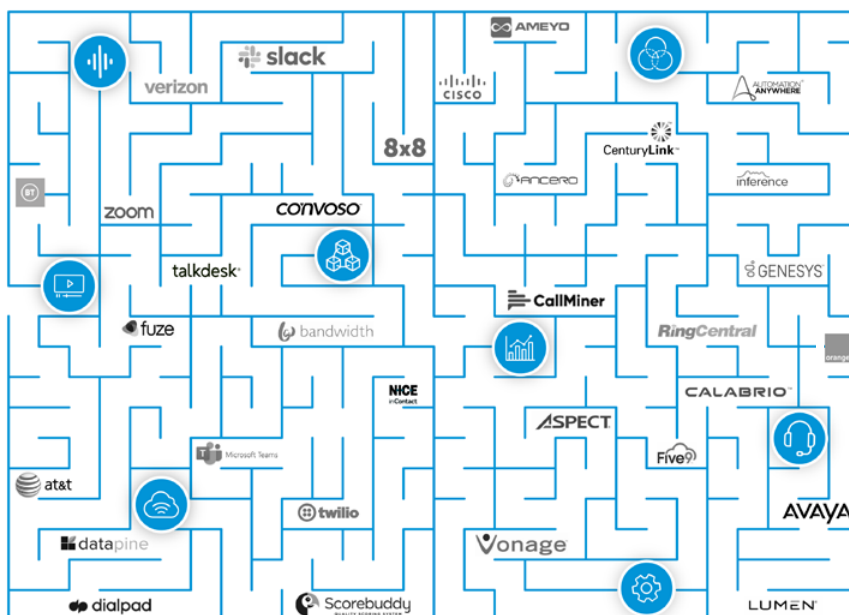
## Create customer connections: Why it matters now

Every meaningful relationship begins with a connection, and in today's fast-changing world, customers expect those connections to feel personal, seamless, and impactful. Within many organizations, however, customer journeys are fragmented, and interactions are impersonal which continue to threaten brand loyalty, revenue, and reputation.

Imagine a customer reaching out to your business, perhaps frustrated after being passed from one employee to another, from one system to another, feeling unheard and undervalued. Or think of your own teams, juggling outdated tools, repetitive tasks, and mounting pressures to meet growing demands. These 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 been trapped in a maze of disconnected systems, rigid workflows, and costly integrations for years, leaving employees frustrated and customers dissatisfied while stifling the agility and innovation of businesses.

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

## Four levers to deliver personalized customer experiences



Connect your business systems



Orchestrate your interactions



Extend your capabilities



Empower your workforce

Avaya provides the foundational layer — a modern, secure enterprise CX platform that grows with you, adapting to the challenges and opportunities your organization encounters today and tomorrow. With intelligent orchestration built in, you can use AI to manage and streamline customer interactions across all touchpoints, delivering the right support at the right time by routing, prioritizing, and integrating workflows. It's a platform strategy designed to bring order to the apparent chaos.

## Examining the challenges

Looking back, traditional Contact Center as a Service (CCaaS) was built with a single goal: cutting costs. It was designed to provide organizations with a generic, one-size-fits-all set of services through the cloud at a lower price. While this model initially worked for small businesses aiming to minimize expenses, it hasn't evolved to meet the complex and dynamic needs of large enterprises.

- **First, traditional CCaaS fosters a 'cost mindset'**

When the focus is solely on reducing costs, innovation takes a backseat. The approach stifles the creation of exceptional customer experiences, which are essential for driving differentiation, loyalty, and long-term growth.

- **Second, CCaaS operates in silos**

It's a disconnected system that fails to integrate seamlessly with the broader enterprise. These data silos and fragmented systems hinder an organization's 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.

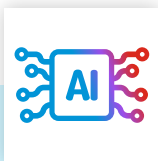
**Modernization must flex** – One-size-fits-all CCaaS solutions cannot deliver what they need; enterprises want to innovate at their own pace.

## The AI inflection point amplifies the need for cx orchestration

In addition to addressing customer and employee challenges, businesses are also navigating the complexity to adopt AI. Simply having an AI strategy doesn't solve fragmentation or resource strain.

Organizations struggle with data silos which block 81% of digital transformations and, with integration hurdles, impede AI adoption for 95% of enterprises.\*

**\*Source:** 2024 Connectivity Benchmark Report; Mulesoft, Vanson Bourne, and Deloitte Digital interviews of 1,050 IT leaders.



## Making AI uncomplicated

AI implemented with proper integration can:

- Automate and streamline customer interactions across all touchpoints
- Analyze customer intent and proactively guide the next-best-action
- Power transformative, hyper-personalized customer experiences

Strategic orchestration is the key to success. By focusing on AI-powered orchestration, 45% of organizations are prioritizing journey optimization, and creating smarter, more cohesive experiences. More so, 41% of organizations are emphasizing a ‘human-AI balance,’ driving hybrid collaboration to ensure the right blend of automation and personal engagement.\*

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

## I The state of CC and its impact on creating connections

In the new AI-orchestrated era, customer experience software is no longer just a tool; it’s the central nervous system of the enterprise. It connects every business process, integrates every interaction, and empowers organizations to orchestrate artificial intelligence to make data-based decisions and act on its own to deliver precise experiences — what’s called ‘Agentic AI.’

This isn’t just about technology; it’s a different mindset. It’s about moving from cutting costs to creating value, from siloed systems to seamless orchestration, and from reactive operations to proactive engagement.

This begs the question: Is your contact center strategy built on reducing costs or building business value? In the AI-orchestrated era, your answer will shape the future of your organization.

## 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. They rely on rigid, monolithic designs that connect isolated, hard-coded applications, such as CRM, workforce engagement management, and virtual agents. These systems focus on cost containment and lack the flexibility to unlock the true potential of Agentic AI.

As enterprise applications evolve from monolithic systems into dynamic groups of AI agents, traditional CCaaS solutions hit a wall. They cannot orchestrate the seamless, personalized experiences your customers now expect because their architectures were never designed for the AI era.

Note that CX isn’t just a support issue. It’s a shared responsibility across the entire organization. To truly fulfill the customer journey, it must go beyond the four walls of support, connecting all touchpoints to drive meaningful interactions and ensure business success.

The Avaya Infinity platform is built to deliver full AI orchestration — a unified ecosystem where AI agents (such as Adobe AI, Verint AI, your own AI, and more) and Avaya AI solutions, work in harmony. This isn’t just about adding AI to your tech stack; it’s about orchestrating it to power transformative, hyper-personalized customer experiences across your organization. With Avaya, you move beyond the outdated, siloed systems of the past to embrace a growth mindset, where every customer interaction is seamlessly connected, infinitely empowered, and ready for the future.

**\*Source: 2024 Connectivity Benchmark Report;** Mulesoft, Vanson Bourne, and Deloitte Digital interviews of 1,050 IT leaders.

### 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 through unique customer end points.

## Avaya Infinity: a single converged platform

The Avaya Infinity platform drives business transformation by uniting CX and EX capabilities through a single connected platform. This integrated approach enhances business efficiency, boosts customer retention, and elevates employee satisfaction, creating a seamless and optimized experience for all stakeholders.

We understand that many organizations are dealing with complex, fragmented systems that often require trade-offs — between innovation and security, or between advanced features and the ability to integrate with existing infrastructure. Our goal is to eliminate these trade-offs. That's why our platform features a single, unified code base.

And, whether you're on-prem, in the cloud, or somewhere in between, you can count on a consistent feature set, seamless deployment, and backward compatibility to protect your investments.

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.

### 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.

**Protected investments** – We safeguard your existing infrastructure, workflows, and integrations while delivering secure, reliable, and resilient voice services across the enterprise, without disruption.

**Intelligence layer that unifies data** – We deliver robust voice, digital, and AI capabilities through a single data repository to provide deep insights into customer and employee behavior and help you make smarter, faster decisions.

**Engagement layer for a unified desktop** – We deliver a customizable engagement interface for agents, supervisors, and line-of-business users — optimizing every experience while embracing an open ecosystem of partner systems and data.

**Business transformation through unified orchestration** – We orchestrate a connected business ecosystem to enable dynamic, real-time workflows that evolve with business and customer needs.

**Secure platform with unified infrastructure** – Our approach is underpinned by a secure platform that ensures compliance, deployment flexibility, and top-tier performance — a single code base across on-prem, cloud, and hybrid environments.



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

## **Avaya's differentiated approach: secure, unified, and personalized**

Our architecture is designed to give your organization freedom and flexibility. And with AI-powered orchestration, it's no longer only about efficiency. It's about trust, security, and making every interaction more meaningful. The future of CX isn't just about technology; it's about reimagining how we deliver value, build loyalty, and create growth in a way that works for our business and our people.

### **1. Modern, secure platform**

Avaya brings together the best of cloud and on-prem in an architecture that enables rapid service delivery — measured in quarters, not years. Our platform meets enterprise-grade security and data compliance standards, addressing data sovereignty concerns and ensuring sensitive information isn't held in public cloud environments.

### **2. Orchestration of everything**

We seamlessly integrate systems and applications with AI-driven insights and intuitive low-code/no-code workflows. This boosts efficiency, streamlines processes, and empowers smarter, faster decision-making across the organization.

### **3. Hyper-personalization**

Avaya helps you tailor experiences for your customers, agents, and employees by leveraging rich data insights. With intelligent engagement tools, we enable hyper-personalization at every touchpoint, driving satisfaction and loyalty.

## **The best of cloud with the security and data ownership of on-prem**

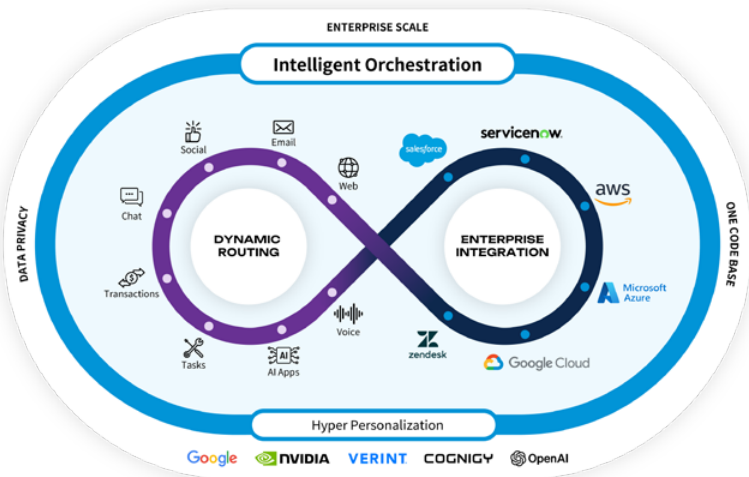
At the core of our architecture lies a single code base — delivering the flexibility, security, and control that large enterprises expect. This approach ensures data privacy, regulatory compliance, and unmatched scalability.

**Flexible deployment** – Avaya Infinity seamlessly supports on-prem, cloud, and hybrid environments providing for agility, innovation, and future readiness without compromise.

**Data sovereignty and control** – Our platform makes it easy to stay compliant and build trust by keeping your data where it needs to be to meet regulations and protect customer information.

**Compliance assurance** – The Avaya Infinity architecture delivers enterprise-grade data security, regulatory compliance, and reliability — empowering organizations to scale with confidence.

Intelligent orchestration: 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. This empowers enterprises with a seamless, single-source approach to business agility and desired outcomes.

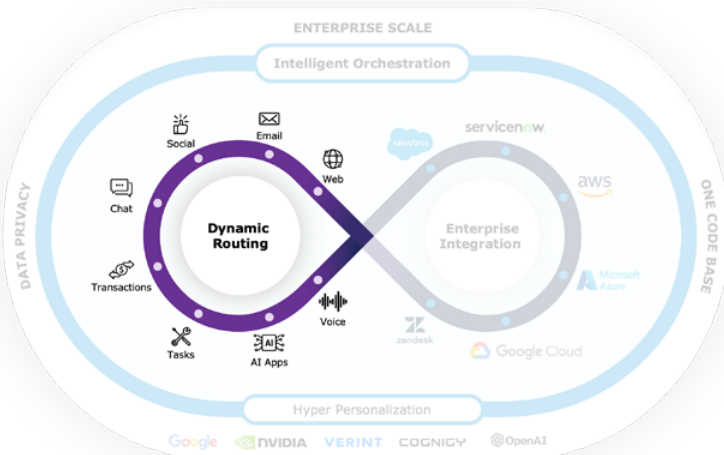
**Seamless integration**  
Avaya Infinity connects AI, CX, and EX workflows in a unified platform. This enables real-time strategic actions across every interaction.

**Boosts operational efficiency**  
We streamline AI and back-end systems through practical, intuitive tools that transform interactions, improve efficiency, and make your business agile and future-ready.

**Transforming AI data**  
By integrating siloed AI systems — including Avaya’s native capabilities and third-party integrations — you can deploy AI seamlessly across all channels.

Dynamic routing: 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.



**Contextual engagement** – By unifying conversations, streamlining workflows, and enhancing employee capabilities, Avaya Infinity helps you drive meaningful and measurable business outcomes.

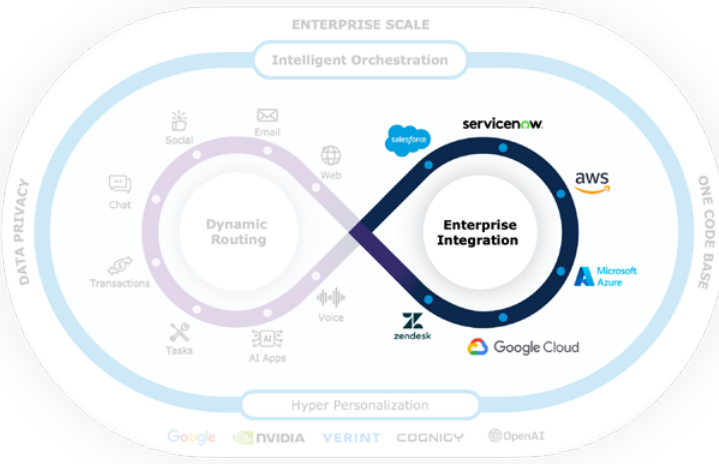
**Task and channel automation** – Our platform unifies all channels and touchpoints, powered by a single, intelligent engine that ensures customers experience a seamless journey without disruption or gaps.

**Low-code/no-code workflow tools** – Low-code customization and persona-curated desktops allow you to give employees the right data and insights at the right time to deliver exceptional service.



## Enterprise integration: 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. Unlike other CCaaS solutions that remain siloed and rigid, Avaya delivers a truly unified approach.

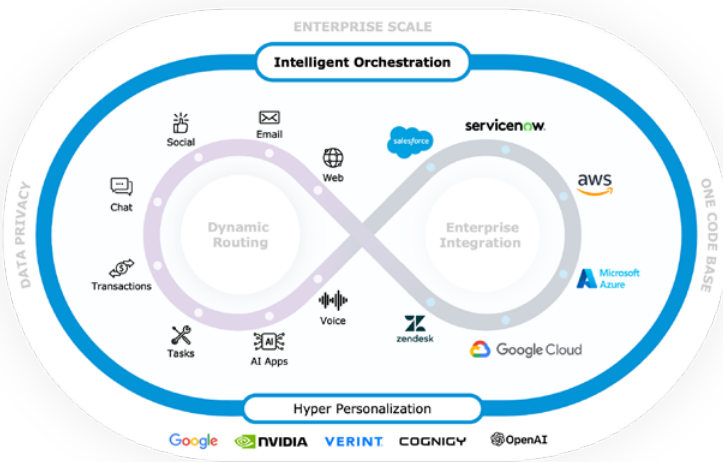


**Unified business applications** – By enabling your business apps to function as a single system, and orchestrating data and workflows, Avaya helps bring enterprise-specific customization and personalization to every customer interaction and employee experience.

**Open API flexibility** – With open APIs and microservices architecture, Avaya Infinity connects essential systems like CRM, ERP, HRM, and KM, ensuring your data securely flows beyond the contact center and across the entire business.

**Integrated AI agents** – Our approach aligns your CX and EX strategies, breaking down silos across the entire organization and empowering your teams to deliver exceptional outcomes.

## Hyper-personalization: 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.

**Hyper-personalized experiences**  
You can seamlessly integrate Avaya data in areas such as CMS, voice, digital, WEM, and more with your other enterprise data to gain unified insight and deliver more personalized customer journeys.

**Powerful AI analytics**  
Through integrations with tools like Microsoft Power BI and Copilot, Avaya Infinity transforms raw data into actionable insights, giving you the intelligence to make informed decisions at every level of your business.

**Real business benefits**  
Hyper-personalization becomes your competitive edge for delivering tailored experiences that enhance satisfaction, boost engagement, and transform CX and EX.



## **| It's time to reimagine the contact center**

Avaya Infinity evolves to meet the growing needs of enterprises — performing as 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.**

Avaya Infinity delivers a single code base with stringent, customizable security and dedicated resources — ensuring hard isolation, low latency, and geo-redundancy. Enterprises gain full data ownership, sovereignty, and control, eliminating cross-tenant data concerns.

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

Avaya Infinity unifies channels, interactions, data, and workflows. It integrates seamlessly with enterprise systems (CRM, ERP, CDP) using low-code modules and supports AI-driven workflows for real-time, strategic decision-making. Data moves effortlessly into the back office — no pro-services development required.

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

Avaya Infinity delivers omnichannel continuity with an integrated agent workflow and dynamic personalization. By leveraging real-time data and enterprise systems, every experience is tailored to create meaningful, connected interactions that drive customer loyalty and employee performance.

### **Forge unbreakable customer connections**

The contact center isn't living up to its potential. Avaya Infinity removes silos and unifies experiences to remake the contact center into the customer 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](http://www.avaya.com).

