



# NINE REASONS TO MOVE TO AVAYA AURA FROM CS1000

The Avaya Aura® Platform does more than provide unified communications. It provides a foundation for the new Era of Engagement.

WITH AVAYA AURA, YOU CAN:



CREATE VALUE



DELIGHT CUSTOMERS

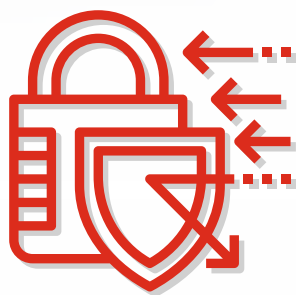


ENGAGE COLLEAGUES

IN PRODUCTIVE AND FLEXIBLE INTERACTIONS  
THAT DELIVER BUSINESS RESULTS

## | SECURITY

*End-to-end security capabilities across the communications, collaboration and customer engagement stack.*



## | SCALABILITY

*A High performance architecture with the power to handle your growing needs.*



## | SESSION INITIATION PROTOCOL (SIP) INTEGRATION

*SIP is the key to a truly open communications environment.*



## | OPEN AND STANDARDS BASED

*Support for existing applications and third party integration.*



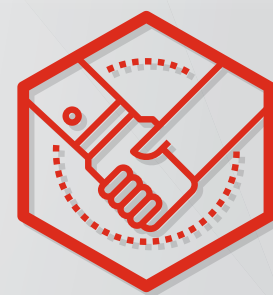
## | INVESTMENT PROTECTION

*Multiple migration options, not "Rip and Replace".*



## | RELIABILITY

*Up to 5 9's for your critical enterprise communications.*



## | LOWER TOTAL COST OF OWNERSHIP

*New options that reduce hardware, provide more flexibility and speed administration and maintenance.*



## | TEAM COLLABORATION

*Embed communications directly into the applications, browsers and devices employees use every day.*



## | OMNICHANNEL CUSTOMER CONTACT

*Connect with your customers through voice, email, chat, SMS, IM and social media.*



LEARN MORE:

To learn more about the benefits of moving to Avaya Aura, contact your Avaya Account Manager or Avaya Authorized Partner or visit us at [avaya.com](http://avaya.com).