

# Unified Messaging Purchase Criteria CallXpress<sup>®</sup> vs. Microsoft<sup>®</sup> Exchange UM



## What does AVST offer today with Microsoft Exchange?

AVST first delivered CallXpress unified messaging solutions to Microsoft Exchange / Outlook® customers back in the late nineties when Exchange 4.0 and Outlook 97 were the contemporary versions. Although the CallXpress feature set has expanded significantly since then, AVST has continued to offer unified messaging and unified communications solutions to Microsoft customers as Exchange and Outlook have been continuously upgraded to their current 2007 versions. AVST currently has thousands of Microsoft Exchange customers using CallXpress unified messaging throughout the world.

Today, AVST offers the following Microsoft Exchange / Outlook applications:

- Desktop access to voice messages via Outlook Inbox – CallXpress voice messages play through custom Outlook forms that support playback and recording via local multi-media or a desktop telephone.
- Desktop faxing – CallXpress users receive fax messages in their Outlook Inbox, and send outgoing fax documents via Outlook.
- Telephone and speech access to e-mail – CallXpress users can listen to e-mails over the telephone using Text-to-Speech technology, as well as save, reply, forward, and delete e-mail messages via a telephone keypad or speech interface.
- Multi-modal reply and forward – CallXpress users reply to e-mail with a voice message, forward a voice message with a text introduction, create e-mail messages over the phone, etc.
- Contact dialing – CallXpress users place calls to telephone numbers stored in their contacts database using speech commands over the telephone, as well as click-to-call dialing from their desktop using Outlook Contacts or Inbox.
- Calendar access and management – CallXpress users access and manage their calendar via a speech interface. Users can create calendar items, invite other users, accept and reject calendar requests, and access their current calendar items, all over the telephone.
- MWI on phone – CallXpress controls the message waiting indicator on the user's desktop phone, even when messages are stored and managed by Exchange.
- Notification – CallXpress notifies users of new voice, fax, and e-mail messages. CallXpress supports SMS, SMTP, callout and pager notification methods.
- Client and server based architecture – CallXpress supports four methods of unified messaging with Exchange regardless of whether customers choose to store all messages in Exchange, or keep voice messages stored in CallXpress and e-mail stored in Exchange.

## What about Outlook 2007 and Exchange 2007?

Just as we have done successfully for over 10 years, AVST will continue to deliver unified messaging solutions on the Microsoft Exchange and Outlook versions that come to market in the coming years. Now that Microsoft has announced support for unified messaging as an optional feature of Exchange 2007, AVST will have new integration opportunities to advance our CallXpress solution.

Microsoft's inclusion of unified messaging features within Exchange 2007 marks a significant milestone towards the mainstreaming of unified messaging within the market place. Although this announcement will certainly draw attention to the benefits of unified messaging, it will not prohibit AVST from continuing to deliver the same scalable, flexible and reliable solutions that we have built our reputation on over the past 25 years.

## How will CallXpress be different than what Microsoft provides In Exchange 2007?

Although both AVST and Microsoft will provide unified messaging applications, the two solutions will differ a great deal. Some customers will find the Microsoft solution to be satisfactory for their environment. Many other customers will appreciate the maturity and flexibility of what CallXpress offers. The following are a few key points that help differentiate the AVST solution.

### IT Impact

#### 1. E-mail environment flexibility

- AVST - CallXpress supports unified messaging in e-mail environments other than just Exchange 2007. CallXpress supports Exchange 2000 and 2003, Lotus® Notes® / Domino®, Novell® GroupWise, Mirapoint®, and any other IMAP compatible e-mail server.
- Microsoft – Exchange 2007 only supports unified messaging in Exchange 2007 environments. Deployment of Exchange 2007 requires 64-bit processing, Outlook 2007 for UM, Active Directory changes, and domain controllers on Windows Server 2003.

*Whether a customer is staying with a single e-mail environment or has plans to change from one environment to another in the future, the flexibility of the CallXpress platform enables a customer to “future-proof” their unified messaging investment thereby enabling a customer to take advantage of the productivity enhancing power of unified messaging today regardless of their current or planned e-mail environment and without expensive upgrades to their infrastructure.*

#### 2. Unified messaging licensing flexibility

- AVST - CallXpress supports flexible licensing and deployment of unified messaging. Some users can remain basic voice mail users, some can be unified messaging users, and some can be full mobility users. Customers only pay for what they want to use.
- Microsoft – Exchange 2007 does not support the concept of voice mail only users as all users must be licensed for Exchange. All UM users must have an Exchange enterprise client access license (CAL).

*AVST’s experience with thousands of customers indicates a desire by IT and Telecom teams to deliver enhanced communications technology in bundles that best meet the needs of specific user segments, rather than a one size fits all approach.*

#### 3. Legacy voice mail interoperability

- AVST - CallXpress supports interoperability with legacy voice mail systems and migration strategies through the support of AMIS, VPIM, and OctelNet voice networking protocols.
- Microsoft – Exchange 2007 does not support any type of voice mail interoperability.

*For multi-site customers, it is nearly impossible to manage an overnight cutover to unified messaging at all locations. Therefore, it is imperative that the new messaging system supports the ability to exchange messages with all of the existing sites so that communication across all sites is uninterrupted.*

## Compliance and Confidentiality

### 1. Compliance

- AVST - CallXpress provides the flexibility to deliver unified messaging over the telephone along with a desktop interface for voice messages, all while maintaining a separation of voice and e-mail from a storage perspective.
- Microsoft - Exchange 2007 dictates that all messages must be stored in Exchange.

*Current electronic discovery rules dictate that organizations have a clearly defined document creation, retention and destruction policy that is strictly adhered to. Once messages are accessible and under the control of multiple client applications, the ability to insure that the data has been destroyed is significantly diminished. If the electronic information exists somewhere, then it is discoverable.*

### 2. Confidentiality

- AVST - CallXpress provides the ability for customers to store their voice messages in CallXpress while providing web portal access to listen to voice messages streamed to their desktop or played over the telephone. This configuration option eliminates the ability for users to send voice messages outside of the company.
- Microsoft - Exchange 2007 UM users can access voice messages via Outlook and send them outside the company to any e-mail address.

*Any company that is concerned with exposing company confidential information that is originally received in voice mail form must be concerned with the manner in which they deploy unified messaging. As soon as voice mail and e-mail co-exist, users will have the ability to send voice messages outside of the company. With the flexible UM architecture supported by CallXpress, AVST is uniquely positioned to help companies overcome this issue.*

## Flexibility

### 1. Voice mail storage flexibility

- AVST - CallXpress provides the flexibility for customers to store their voice messages in CallXpress, in Exchange, or both. Further, customers can change their message storage decision after deployment.
- Microsoft - Exchange 2007 does not support voice mail only users. All messages must be stored in Exchange. Exchange has no ability to send and receive messages with 3<sup>rd</sup> party voice mail systems.

*AVST's interaction with thousands of customers reveals three critical decision factors when determining where messages should be stored: capacity, compliance, and confidentiality. A company's position on these three issues will determine the best solution for each individual customer. The ability of the CallXpress platform to support virtually any configuration of unified messaging enables a company to deploy a unified messaging solution that meets a company's specific requirements for these three critical factors.*

### 2. Fax flexibility

- AVST - CallXpress supports access to received faxes via all user interfaces provided. Users can access received faxes over the telephone and re-route them to a local fax machine for printing. In

addition, CallXpress provides users with the ability to send received e-mail messages, including attachments, to a local fax machine for printing when away from the office. The CallXpress fax server also supports network based faxing providing users with a quick and easy way to send faxes right from their desktop.

- Microsoft – Exchange 2007 supports inbound routing of faxes with no support for sending faxes or access to faxes over the telephone.

*Fax is an integral part of any unified messaging solution. It is important to fully support fax via all user interfaces – telephone and desktop.*

## **End User Training**

### **1. User Interface flexibility**

- AVST - CallXpress supports multiple user interfaces including CallXpress DTMF, CallXpress Speech, and several telephone interface emulations of other products, such as Octel® Aria® and Serenade®, Avaya® INTUITY™ AUDIX®, Mitel® NuPoint with Centigram interface, and Nortel® Meridian mail. Users can pick which interface they are most familiar with in order to minimize user training time.
- Microsoft – Exchange 2007 supports its own DTMF and Speech interfaces, but does not provide legacy emulations.

*Providing user interfaces that the end users are familiar with can significantly reduce the training burden on the IT and Telecom teams.*

## **Call Processing**

### **1. Call processing flexibility**

- AVST - CallXpress includes the most flexible call processing application environment in the business supporting individual, departmental, and enterprise call routing requirements. Find me, follow me, virtual extensions, mobile phone integration, and personal assistant applications are available to enhance the user experience of the mobile employee. Speech-based automated attendant directory, voice forms or questionnaires, audio announcements, fax libraries, as well as sophisticated interactive voice response applications are all supported by CallXpress.
- Microsoft – Exchange 2007 provides basic call processing capabilities.

*The criticality of the call processing capabilities of a solution is an area that is commonly underestimated when evaluating second generation solutions.*

### **2. PBX Integration features and support**

- AVST - CallXpress supports integration to over 250 PBX models using various analog, digital, and IP methods of communication. Further, CallXpress supports integration to multiple PBX products simultaneously from a single server. CallXpress delivers message waiting indication (MWI) on all supported PBX models.
- Microsoft – Exchange 2007 uses third party gateways to provide basic PBX integration. These IP Gateways lose connectivity in the event of LAN / WAN failures that result in the inability to process calls during the outage. MWI support is not available from Microsoft.

*There is no better interoperability platform on the market to facilitate the enterprise migration from TDM to IP than the CallXpress platform. AVST's research reveals that 74% of all enterprise customers have more than one brand of PBX in their infrastructure making interoperability a critical consideration for new solutions.*

## **Telecom Experience**

### **1. Unified messaging experience**

- AVST - CallXpress has been providing voice mail applications for nearly 25 years, unified messaging to Exchange and Outlook for nearly 11 years, and speech applications for nine years. CallXpress is a feature rich solution that has been meeting the needs of enterprise customers for the past three decades.
- Microsoft – Exchange 2007 represents Microsoft's first entree into unified messaging and one of its first attempts at telecom applications.

## **What's Next?**

In addition to Outlook 2007 and Exchange 2007, Microsoft is also leaping into the Unified Communications (UC) arena with Office Communicator and Live Communications Server, now known as Office Communications Server. These additional offerings will provide AVST new interoperability opportunities to deliver to enterprise customers. For example:

- Use Office Communicator to call into CallXpress and retrieve voice messages
- Send IM notifications of received messages or missed calls through OCS
- Improve call completion rates by using presence information from OCS to locate the called party
- Click to call capabilities via Office Communicator regardless of telephony infrastructure
- Integrate directly with OCS via an IP-based integration for customers that move to a Microsoft peer-to-peer VoIP solution
- Speech access to business process information through Office 2007

The latest generation of IP-enabled Unified Communications systems provides opportunities to integrate instant messaging (IM), presence awareness, features such as click to call, click to conference, web and voice conferencing, web or multi-media chat, and document collaboration, all via a common user interface. By integrating these various technologies, UC systems can provide intelligent routing based on what is on the user's calendar, their presence status, and personal rules. UC systems can send instant messages to users to notify them of received messages or other communication events of interest. When integrating UC and presence, UC systems can offer real-time, presence-based access to people, calendars, and files.

AVST is singularly focused on bringing best of breed unified communications solutions to the market. CallXpress extends the investment made in Microsoft IT solutions by applying years of experience in telephony, speech, and interoperability to deliver the most complete and flexible solution on the market. We're confident we can meet your application needs today and well into the future.

## FOR MORE INFORMATION

For 25 years, AVST has been shaping the evolution of communication, with more than 38,000 customers. Our award-winning CallXpress solution has been unifying communications for companies all over the world. So as the world of enterprise communications advances, you can be assured that AVST has your future covered. To learn more visit [www.avst.com](http://www.avst.com) or contact us at +1.949.699.2300.