



End of Sale Notice

Notification Date: December 20th, 2013

Revision Date: February 6, 2015

Effective Date: March 3rd, 2014

Subject: Product Transition from Avaya Proactive Outreach Manager 2.X (2.5/2.0) to 3.0

Theatre/Region: All Regions

Summary

**** Update 06-Feb-2015 – The dates on the following have been extended from March 3rd, 2015, until the release of Avaya Proactive Outreach Manager 4.0.**

- **End of Manufacturer Support for SOFTWARE**
- **Last day to purchase system expansions**
- **Last day to purchase a new Avaya services contract**

Avaya Proactive Outreach Manager 3.0 (POM) is the next release of POM and with the release of POM 3.0, release 2.x will no longer be available for sale. POM 3.0 will only work with Avaya Aura Experience Portal 7.0 and AAEP 6.0 is also planned to End-of-Sale on March 3, 2014.

Proactive Outreach Manager (POM) 2.X is a market-leading application to create and manage automated (agent-less) voice, email, and SMS campaigns and notifications. By providing rich, relevant, timely interactive outbound notification and interactive services delivered at the lowest costs possible, POM enables organizations to increase customer satisfaction and loyalty, lower overall costs of service and improved inbound call volume management.

POM runs with Avaya's market-leading Avaya Aura Experience Portal and provides the following features:

- Personalized Voice, SMS, E-mail notifications and interactive services
- Powerful strategy builder to escalate between automated voice, e-mail and SMS
- Skills-based pacing of automated (agent-less) notifications
- Industry-leading call classification based on the Avaya Aura Experience Portal (software-only)
- Seamless transfers to live agents from the agent-less voice interactive services when called party requests transfers
- Up to 999 simultaneous campaigns with real-time dashboard and real-time controls for pacing, pausing, start/stop
- Flexible Do-not-Call lists including do-not-email lists
- Extensive web services for rapid integration
- Easy to use Orchestration Designer to create voice applications
- Multi-tenant
- Based on the industry-leading VXML & open standards based platform, AAEP

With Proactive Outreach Manager 3.0, the application is further enhanced with:



- Agent-based dialing with Preview, Progressive and Predictive modes for CC-Elite
- Skills-based agent inbound and outbound blending
- Common POM Agent APIs for desktop (Unified desktop for AACC)
- Unified Agent Administration with CC-Elite and AACC
- Agent Scripting
- Flexible re-call (callback)
- Enhanced strategy builder extending to agent-based dialing along with agent-less voice, e-mail and SMS
- 2-way SMS and 2-way Email
- Skills-based pacing of agent-less notifications for AACC. (Skills-based pacing of agent-less notifications for CC-Elite was introduced in POM 2.5)
- Complete Agent & Campaign Reporting
- Call Recording with Avaya WFO (single zone only)
- Zoning controls for managing geographically dispersed solutions

POM 3.0 is a significant software upgrade for release 2.X customers.

Effective March 3rd, 2014 Avaya will no longer sell (make commercially available) new Proactive Outreach Manager 2.5 or 2.0 units.

Discontinued Order Codes and Migration Strategy

Discontinued Codes

Material Code	Description
266040	APOM 2.X/AAEP 6.X PRT OUTBND VCE LIC
266041	APOM 2.X/AAEP 6.X EMAIL CHANNELS
266042	APOM 2.X/AAEP 6.X SMS CHANNELS
266046	APOM 2.X/AAEP 6.X LAB OUTBOUND VCE
266047	APOM 2.X/AAEP 6.X LAB EMAILCHANNELS
266048	APOM 2.X/AAEP 6.X LAB SMS CHANNELS
229302	AVAYA PROACTIVE OUTREACH 2.X PER PORT OUTBOUND VOICE LICENSE
229303	AVAYA PROACTIVE OUTREACH 2.X E-MAIL CONNECTOR
229304	AVAYA PROACTIVE OUTREACH 2.X SMS CONNECTOR
259763	APOM 2.x LAB PORT OUTBOUND VOICE LIC, NPL
259764	APOM 2.X LAB PORT EMAIL CHANNELS
259765	APOM 2.X LAB PORT SMS CHANNELS

System Expansion post-End of Sale

New system sales and system upgrade sales will end on the date indicated, however, the capacity of installed systems may be increased until the date indicated for End of System Additions.

Effective March 3rd, 2015, Avaya will no longer sell (make commercially available) additions to existing POM 2.X systems.

Discontinued SAP codes for System Additions

Material Code	Description
266040	APOM 2.X/AAEP 6.X PRT OUTBND VCE LIC
266041	APOM 2.X/AAEP 6.X EMAIL CHANNELS
266042	APOM 2.X/AAEP 6.X SMS CHANNELS
266046	APOM 2.X/AAEP 6.X LAB OUTBOUND VCE

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266047	APOM 2.X/AAEP 6.X LAB EMAILCHANNELS
266048	APOM 2.X/AAEP 6.X LAB SMS CHANNELS
229302	AVAYA PROACTIVE OUTREACH 2.X PER PORT OUTBOUND VOICE LICENSE
229303	AVAYA PROACTIVE OUTREACH 2.X E-MAIL CONNECTOR
229304	AVAYA PROACTIVE OUTREACH 2.X SMS CONNECTOR
259763	APOM 2.x LAB PORT OUTBOUND VOICE LIC, NPL
259764	APOM 2.X LAB PORT EMAIL CHANNELS
259765	APOM 2.X LAB PORT SMS CHANNELS

Migration Strategy

POM 2.X customers are encouraged to upgrade to release 3.0

Additional information about the Proactive Outreach Manager offer and material code details are described in the offer document on the Job Aids section of the Sales & Partner portal.

Schedule

End of Sale Date (last day to order new systems)	03-March-2014
End of Manufacturer Support for SOFTWARE *	03-March-2015
End of Manufacturer Support for HARDWARE *	N/A
Last day to purchase system expansions	03-March-2015
Last day to purchase a new Avaya services contract *	03-March-2015
Targeted End of Services Support**	03-March-2020

* Per Avaya Product Lifecycle Policy

**Avaya Services may revise the Target End of Services Support date based on the availability of quality repair parts and/or technical support expertise. Customers should always consult any available product Services Support Notices for final information on product supportability.

Service and Warranty

Avaya will continue to honor previously executed enhanced warranty, post-warranty and service contracts in accordance with the terms of those agreements. Avaya is not responsible for any support or maintenance commitments made by Business Partners or other service providers. Additional information concerning Avaya Services can be found on the [Services Offer Information](#) Web site.

Additional Information

Avaya website:

<http://www.avaya.com>

Avaya End-of-Sale Notices:

<http://support.avaya.com>

Avaya Product Lifecycle Policy:

<https://support.avaya.com/css/P8/documents/100081098>

or

<http://support.avaya.com> >> More Resources >> More >> Avaya Product Lifecycle Policy

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