

Tata Elxsi collaborates with Avaya for development of SDN-IOT solution

Solution being showcased at IBC 2016

Amsterdam, 08-09-16: Tata Elxsi a leading global design and technology services company, today announced that it has collaborated with Avaya Inc., for the development of an advanced network solution based on Software Defined Networking (SDN) architecture aimed to address service velocity demanded by today's dynamic applications.

The SDN Fx solution from Avaya Inc., a leading provider of Voice and Networking solutions, delivers the simplicity needed to help connect, secure and manage growing number of devices and technologies to reduce breaches, implement innovation rapidly and improve IT staff efficiency.

SDN and NFV are becoming vehicles for operators to realize faster revenue growth through rapid service insertion. The ability of SDN/NFV to manage large scale networks and services centrally, promises to deliver significant cost benefits. The Fabric Connect networking technology from Avaya is easily extensible to a multitude of deployments across market verticals, including IoT, healthcare, hospitality, industrial and media-rich applications. This path-breaking solution has already been deployed in the healthcare industry to securely manage large number of disparate medical devices and is winning accolades across the industry.

Tata Elxsi is working with number of leading global operators and network equipment vendors in integration, verification and performance benchmarking of virtualized network functions and service delivery in the realms of SDN and NFV.

"Tata Elxsi's SDN technology and engineering teams worked closely with Avaya's Product management and R&D, to develop Avaya's new, open SDN architecture that will help companies create the agile networks required by today's dynamic applications. Our User Experience design teams designed the management application to be simple and easy-to-use for hospital IT departments, even while building in necessary safeguards.

We are delighted to partner with Avaya in extending this innovative platform to other verticals and markets," says Mr. Nitin Pai, SVP – Marketing & Strategy.

"Given the challenges of today's networks – particularly with the rise of cloud computing and virtualization, it's imperative that SDN implementations reach beyond the data center to simplify connectivity and provide the necessary integration between applications and users. With SDN Fx, Avaya is providing the simplicity IT departments hope for by automating the core network and truly unifying

applications for users and devices at the network edge,” says Mr. Ravi Palaparathi, Sr. Director, R&D, Avaya.

SDN Fx Healthcare solution is being showcased at Tata Elxsi’s booth #1. A58 (Hall 1) at the IBC 2016 at Amsterdam, Netherlands from 9-13 September.

About Tata Elxsi

Tata Elxsi is amongst the world’s leading providers of design and technology services for product engineering and solutions across industries including broadcast, communications and automotive.

Tata Elxsi, brings unparalleled product/ service development and deployment support experience with leading MSOs, Operators, Broadcasters and Network Equipment Makers across the world, backed by over 25 years of product engineering experience and a global delivery presence.

About Avaya

Avaya is a leading provider of solutions that enable customer and team engagement across multiple channels and devices for better customer experience, increased productivity and enhanced financial performance. Its world-class contact center and unified communications technologies and services are available in a wide variety of flexible on-premises and cloud deployment options that seamlessly integrate with non-Avaya applications. The Avaya Engagement Environment enables third parties to create and customize business applications for competitive advantage. Avaya’s fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services.

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