WHITE PAPER

Presence All-in-One Suite

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1. Introduction to the Presence Suite

In today's dynamic market environment, an organization's success depends primarily on its ability to respond to its customers' demands in a timely manner. Contact Centers are the main interface between organizations and their customers, as such; they must adapt new technologies and strategies to keep pace with their constantly evolving environment. Further complicating this is the Customer Care Center's need to offer its customers the finest service and attention, while maintaining high productivity rates and overall productivity.

The rapid deployment of new channels and strategies that offer clients fresh communication options is a clear advantage in this market. However, a wrong implementation may lead to failure; since an increase in the diversity of channels might also increase the management complexity that the contact center staff has to deal with. Each channel may require different priorities, service levels, skills or even training. The proper assignment, monitoring and follow-up of each interaction handled through each supported channel must be ensured. Without these measures, each channel's service levels may be completely compromised, which would result in a negative experience for customers who do not receive a response within an acceptable timeframe or with a poor service level.

Incorporating automated or self-service solutions can also affect the contact center's quality and productivity if these tools are not completely integrated with existing technologies and tools in place to drive customer service levels. On many occasions, customers are frustrated when they have to provide their account information not only during a self-service or IVR, but also when the call finally reaches an agent. This negative experience worsens still when a customer is transferred to a second level support, and they end up asking again for the same information. The customer's perception of the company is that it cannot handle his or her request professionally and begins to question whether or not to continue the relationship in the future. These repetitive questions also negatively affect the contact center's productivity, since it increases the average handling time by having to collect data already provided by the customer.

Inadequate or inflexible technologies create additional obstacles or limitations for contact center managers. The gravest of which is the lack of coherent information. Although contact centers possess the technical infrastructure that specifically focuses on handling interactions,

the use of isolated systems that are not integrated at all levels limits their ability to resolve a customer's issue in one call. Centralized information and the ability to perform further analysis is vital to identifying deviations in call patterns, types of calls, and resulting problems. Furthermore, the information should be readily accessible for Contact Center managers allowing them to make decisions and execute timely measures that provide the maximum guarantee of success.

Although contact center problems are frequently attributed to a lack of knowledge or the attitude of its staff or departments which support it, the truth is that traditional contact center architectures and solutions do not meet today's organizational needs. The integration of disparate and completely isolated systems such as the ACD, IR, IVR, Predictive Dialers, Recorders, etc., requires massive effort and involvement of highly qualified technical staff to enable each unconnected system used by the contact center to operate in a coordinated fashion. Unfortunately, in many instances, this integration may not be possible or may be very limited, since a number of installed products or solutions do not have open interfaces.

Also, maintaining an installed base of independent solutions up-to-date with the latest releases, while guaranteeing that the communication between the different systems is not affected, requires constant IT support. This constant maintenance and support is further complicated when platforms are distributed amongst different sites. If a failure occurs, just identifying which element is causing the problem becomes a very tedious task.

1.1. Presence Technology: All-in-One Suite

Presence Technology is a software company that offers Contact Centers a complete, easy-to-use modular solution. The company was founded by the foremost representatives of the European contact center industry to provide an alternative to the enormous hurdles contact centers face when they use traditional solutions. It is unfortunately common to find traditional solutions that do not adapt to a contact center's real needs, thereby hindering their operations instead of simplifying it. Even worse, any change to the system requires hard-to-justify investments; since the expected improvements cannot materialize without undertaking continuous integrations that may not be viable because of timeframes, know-how, or budgetary constraints.

Presence Technology, on the other hand, maintains the same spirit that moved its founders, and current partners, to create the company: to provide contact centers with the easiest to deploy and use, adaptable solutions that can constantly evolve without having to burden the IT organization. The result is a powerful and tested All-in-One solution specifically designed to greatly improve a contact center's productivity, quality of service, and customer satisfaction.
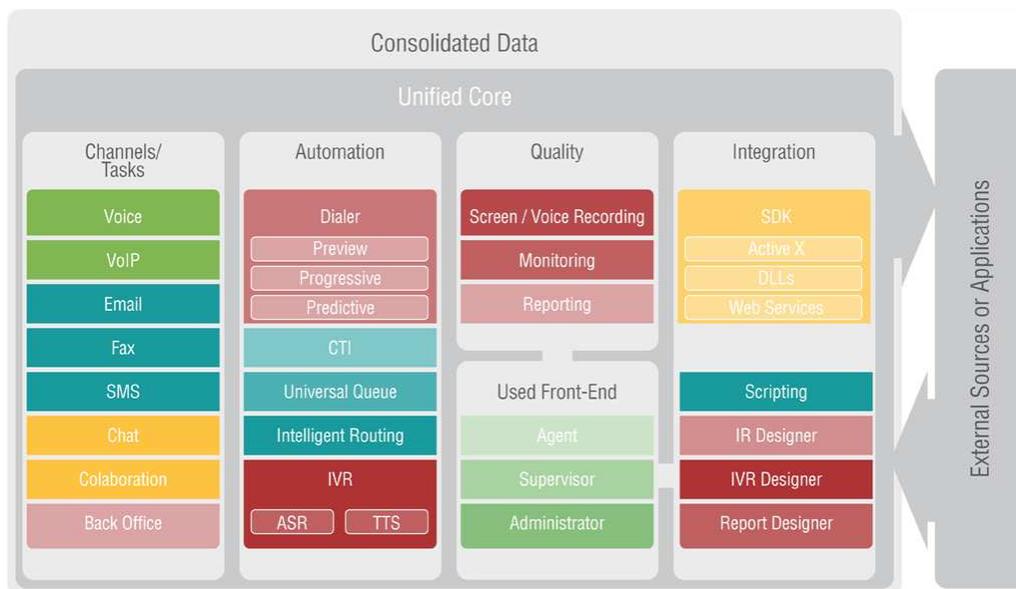
Conceptual Vision of the Presence Technology Suite

Presence Technology fulfills the Contact Center needs with an All-in-One Suite comprised of a group of completely integrated modules which cover the automation, multi-channel, blending and quality recording requirements. The Presence Suite enables business rules to be embedded, thus simplifying the presentation and collection of data that may be required to handle the service. It also includes a powerful routing engine that takes into consideration business rules as well as service levels, so that the system can make the most appropriate decisions at all times. Finally, is easily administered through an extremely user-friendly graphical interface that allows managers to interact with the solution and quickly adapt new strategies tailored to the real needs required by the organization, market or clients.

Coherent information, and not a bunch of unrelated raw data, is required to be able to make informed decisions. In order to be able to offer useful information, Presence Technology has standardized and consolidated the data each of its modules generates into an open database that can be easily accessed by the client. All this information is provided to the user though an extensive list of real-time monitors and historical reports. Through these tools the Presence

All-in-One Suite furnishes Contact Center Managers with detailed information on the evolution of each of their campaigns.

Furthermore, the solution portfolio also includes a very intuitive and powerful, tailor-made custom reports designer that allows the Presence Technology Suite to deliver all the information needed for an in-depth analysis which helps managers make fact-based decisions. This tool even allows merging Presence Suite information with any external data source from one or many systems used on the Contact Center, providing a complete 360º view to decision makers.

1.2. Presence Technology: Modular Technology

The Presence's All-in-One Suite modular architecture is based on open standards and allows turning a Contact Center into an extremely dynamic and elastic environment that eliminates the need for investing time or money in disparate product integrations. It adapts perfectly to all types of contact centers, from just a few seats to thousands. Its scalability guarantees the investment made because the product is able to absorb the different growths a contact center may undergo. Its modularity also enables purchasing those functionalities needed at each time, being able to add in the future new complementary modules which will cover contact center's new functional requirements without tedious integrations, since the modules automatically intercommunicate with each other out of the box.

Presence Technology also offers a complete Developer's Kit for integrating the Suite with other applications, e.g.: ticketing applications, CRM, Provisioning, ERP, etc. The SDK enables the event synchronization and information flow automation between the different existing application the organization might have and the Presence Suite.

Presence Technology has developed a Suite so flexible, elastic, dynamic and modular that is capable of integrating with any PBX or even operating completely autonomously through TDM or VoIP links.

2. Advantages offered by Presence's All-in-One Suite

Between 70% and 80% of a contact center's total cost are the staff salaries and wages, thus any action or solution that boosts productivity by effectively reducing the time needed for managing interactions will substantially improve operations.

Considering only the reduction of time spent to manage interactions as the sole metric for assessing and evaluating solutions to implement in the Contact Center, leads to an overly simplistic analysis of the tasks performed by a Contact Center, its complexity, and the value it can bring to the organization.

It is important to point out that possibly, the most important asset of every organization are its customers, and contact centers are the interface that allows the relationship with them. Having satisfied customers is vital in a highly competitive market. Users are a reference for potential customers.

In order to be able to ensure customer satisfaction, organizations must implement quality policies that include:

o Defining, implementing and following up the processes which each of the organization's employees must follow (including the contact center).

o Identifying deficiencies in different training areas (e.g., customer management, telemarketing techniques, commercialized products and services, use of the tools available to process customer's transactions, etc.) and implementing group and individual training programs at level.

o Defining the professional profile of each position need in the Contact Center in order to identify the best candidates to hire.

o Defining and communicating individual and team goals, the results and metrics, to ensure their achievement.

o Collecting and analyzing customer feedback as a key driver that allows identifying elements which requires improvement.

o Data mining of Operation and Business information analyzing deviations and identifying trends with the objective of defining new strategies as part of the on-going improvement process.

o Analyzing business and operations information with the objective or identifying trends and deviations which allows devising new strategies as part of a process of constant improvement.

o Etc.

Therefore, any contact center solution evaluation process should consider a wide-range list of questions, such as:

o How it will simplify staff training?

o How can it help eliminating human error?

o Can it embed business rules?

o Can it improve the Contact Center quality?

o Does it improve the relationships with my customers?

o Does it guarantee processes to be followed?

o Does it allow implemented processes to be improved?

o Does it enable operational and business information to be mined and analyzed?

o Will it simplify the tasks of other departments, e.g., the IT department?

o Will it adapt to the business' future needs?

o Can it interact with other business applications?

o Will it offer market and customers information which allows defining new strategies for the contact center and the organization?

o Does it have a low TCO?

o Is it a dynamic and scalable solution?

o How much time and how many resources does it require to adapt it to future strategies?

o Etc.

All these questions can be grouped into the following evaluation metrics:

o Productivity improvement.

o Service Quality improvement

o Customer Satisfaction improvement.

o Adaptability Capacity

Presence Technology's longstanding experience in the Contact Center industry enables it to identify, analyze and respond to the needs all contact center experience through an extremely complete, modular solution that covers each of the above subjects, which are closely linked to a contact center's efficient operation and management.

2.1. Productivity Improvement

When measuring the productivity improvement, it is also important to identify whether the cost of acquiring and implementing a solution is profitable, when (ROI), and its ownership costs (maintenance costs).

Presence Technology Suite offers an unmatched ROI compared to other manufacturers. Presence All-in-One integrates different algorithms that automate and optimize the allocation and management of the different interactions (regardless of the channel and including also the back office) by eliminating many of the tasks that agents must perform manually, thus increasing radically their productivity. In addition, the Presence Suite allows:

- o Embeds customer and business' information , logic and rules
- o Drastically reduces human error
- o Simplifies staff training and minimizes the number of applications agents use
- o Guides agents during the full customer management process by presenting and collecting information according to the established service procedures, ensuring that the options selected or the information introduced by the agent is correct.

The functionalities built-in in Presence Technology's All-in-One Suite have allowed several clients to boost their Contact Center productivity by more than 400%, amortizing their investments in less than a month.

The Presence Technology Suite is also notable for its low cost of ownership due to certain characteristics available in the product, such as:

- o Its ease of use requires a smaller team of professionals to administer, maintain, configure and manage the solution.
- o Its scalability and modularity, allows the solution growing aligned to the company's evolution.
- o A single product provides all the functionality required by the Contact Center, simplifying the training of staff which interacts with the product. It also reduces the

number of providers, thus the number of maintenance contracts and effort to interact with all of them.

o Its modularity allows or purchase and install the required modules when needed. All modules are pre-integrated, so no integration effort is needed to make the new modules to work with the installed previously. The administration, configuration, management and agent interfaces are the same independently the modules installed, significantly simplifying its utilization independently the user role (agent, management, technical).

o Presence Technology Suite low technical requirements at agent workstation and server side, reduces the upfront investment and maintenance cost (less hardware equipment = less space required, lower power consumption, reduced cooling costs, less time required and lower complexity for its support and maintenance, etc. .)

o Its capacity for integration with any third-party application enables the product to interact with business applications used today and in the future. The product also incorporates an innovative application designer that allows creating and publishing complete applications to for the contact center without the need of any programming or databases knowledge, thus reducing "development" timeframes from weeks to days or even hours.

o Its extraordinary stability commits with the highest availability requirements demanded by the Contact Center industry.

o The possibility of making changes "on the fly" without halting the services, allows Contact Centers to continue their operations without interruption when implementing new business rules or configuring services.

o Its open architecture based on standards, which makes it easier to integrate with any other tool or system used in the Contact Center.

o It consolidates all operational, quality and business data into a unified repository, which can be accessed through an extensive number of reports and monitors embedded in the product. It also offers an intuitive graphical tool that allows designing any tailored made reports to analyze and data mine the information stored within Presence Suite's repository as well as any other tool's repository (ticketing applications, CRM, ERP, provision, etc.).

o The Presence Suite has the capacity to interact with any telephone switch on the market. It also offers an autonomous All-in-One solution (that does not need a telephone switch at all) guarantee its operation and compatibility in any type of environment.

Presence Technology's All-in-One Suite not only boosts the productivity of staff directly related to the Contact Center, but also from many departments within the organization that must support or interact with it.

2.2. Quality improvement

Increasing just contact center productivity might be useless if we do not ensure contact center staff is handing correctly each of the different interactions managed for the different services.

In order to illustrate this concept, let's consider a quite common example. Imagine that a customer gets in touch with a contact center for a transaction and this is handled by the agent incompletely or erroneously because of: a lack or unawareness of processes, the complex use of the contact center applications, or human error. This transaction will end an unsatisfied customer and will require a second interaction from the same customer to resolve the error made by the agent which managed the first interaction, increasing the total number of interactions a contact center must handle.

These incidences will go unnoticed if the solutions implemented in the Contact Center are only focused on boosting productivity. The organization will believe that the contact center has significantly improved, since the productivity report will reflect the reduced time needed by agents to handle transactions, yet will overlook their effectiveness, since the data available for this analysis does not exist or is incomplete.

The solutions implemented in the Contact Center should be able to provide the information and control needed to give answer to the following questions:
- o   Which customers gets in touch with the contact center and why?
- o   What was the nature of this customer's transaction? Who managed it?
- o   Was the transaction handled properly and successfully?
- o   Were there any transfers between group of agents and why?
- o   Was the transaction handled within the proper timeframe?
- o   Did the agent respond properly to the customer?
- o   The defined procedures had being followed?
- o   Etc.

The information that answers these questions allows getting a thoroughgoing knowledge of the Contact Center's operation and evolution, detecting any gap fast and accurately. Improvements needed to offer a truly effective, high quality service can then be the defined precisely. Thus, we consider solutions must offer detailed enough information to the right team which will identify whether the issues detected are just isolated cases which may be solved merely by reinforcing a particular agent training, or a more general one which will require broader measures.

The Presence Technology Suite also efficiently tackles quality management by providing specific tools and information that ensure high quality contact center services. Some of the most outstanding functionalities are:

o   The Presence Suite uses different options to identify fully automatically the customers and their enquiry. The systems use this information to route intelligently the interaction to the best possible agent, and once assigned, provide more information to the agent about the customer and the request to manage. Presence Suite also allows each interaction to be cross referenced with business and operational strategies to route and assign them intelligently. This functionality enables Contact Center staff to be segmented by type of transaction, simplifying their training and specializing them based on type of clients and transaction requests.

o   Furthermore, the Suite has the capacity to store business and operations data, enabling binding it together for its analysis and export. Thus, the Presence Technology Suite makes it much simpler to analyze information in order to identify individual or collective incidences and develop different action plans and strategies to improve the Contact Center.

o   The Presence Technology Suite's Scripting module dynamically guides agents through each interaction accordingly to the selections or information introduced in the script. It also automatically fills in the script fields with the customer and interaction related information collected by the intelligent routing strategy. Thus, it significantly reduces the complexity and number of tools to be used by the staff assigned to the service as well as it reduces agent errors. The Presence Technology Suite also provides a complete SDK that allows the integration with any third-party application a contact center might use to process or manage the transactions.

o   Call recoding is a very effective tool for identifying whether customers have been serviced according to the established processes and procedures. Furthermore, the

Presence Technology Suite is capable of recording the call audio and the agent desktop video, extending its recording even during ACW (After Call Work). The agent's desktop video recording constitutes a powerful tool to identify whether the contact center's applications are being properly used by the agents to process each transaction and detect any application usage training gap.

Presence Technology believes that in order to achieve an efficient Contact Center is required to optimize both productivity and quality, and provides through the Presence Suite the set of features and modules that enables organizations to achieve these goals.

2.3. Customer Satisfaction Improvement

We could consider if a Contact Center achieves a high productivity and follows the defined quality standards, customer satisfactions should be high. This statement is usually true if the customer consider his or her inquiry has been handled quickly, the information provided was accurate, the treat was polite and personalize and the transaction has been managed correctly and without errors. Each of these elements should be controlled through the quality program implemented in the Contact Center and reinforced with solutions through solutions that, like the Presence Technology Suite, minimize deviations and reduces the human error while affords an opportunity to conduct a follow-up and apply corrective measures or improvements within a short period of time.

However it is necessary to consider the various policies and procedures in place, including those related to quality, must be recalibrated and contrasted with real feedback from those customers which had been attended by the Contact Center. It might be possible these procedures do not meet customer expectations or customer's expectations to vary according to the evolution of the customer or the market.

The industry considers very effective gathering the customer feedback of the service just after he or she had been attended. At that point, the customer's perception might have objective and subjective (emotional) valuation components. Regardless of the type of perception (subjective or emotional), it is very important to identify immediately what has taken place

and why. Once analyzed, this feedback also allows the contact center to drive specific measures in order to correct the perception of those customers who had reported their dissatisfaction with the service.

Once an interaction has been concluded, the Presence Technology Suite makes it possible to conduct a completely automated survey through the Intelligent Routing and IVR modules, providing to the Contact Center's quality management team the customer's assessment and associated with other information such as: the agent in charge, the nature of the transaction, etc.. The system can also manage automatically a call-back or back office follow-up task with those customers who stated dissatisfaction, to drive into the root cause of their negative valuation and have a new opportunity to improve their overall experience.

2.4. Adaptability Capacity

Implementing conventional contact center solutions that require acquiring isolated products from one or many vendors to cover contact center needs leads to a highly complex environment for technical and management teams related to the Contact Center operation.

This complexity is not experienced as an isolated or sporadic event just related to the solution's implementation phase. Personnel must also be dealing with it during day-to-day operations since this infrastructure constitutes the customers interconnection and interactions management core, concluding on an increase of the solution's total cost.

The most significant disadvantage of isolated systems that are integrated with each other to provide a solution for the Contact Center is that although a change is initially believed to affect just one system in deed might affect to the others. So any change on the platform, not matter how simple it can be initially considered, must be planned and analyzed in detail resulting in a complex and tedious engineering task.

Both the time and cost associated with undertaking different adaptations of these platforms may have a very negative impact on the business. Although organizations may be economically capable, they will waste vital time until the adaptations are available and fail to take advantage of opportunities in a highly competitive market. If the organization cannot bear the cost, it will simply not make the changes and lose its positioning in the market.

Presence Technology's All-in-One Suite provides a complete solution for contact centers in a single modular product, so organizations must maintain only one system. Each individual module which conform the Suite, provides a packetized set of functionalities completely integrated out-of-the box with the Suite core. All the modules shares events and information through a standard interface controlled by a unified core and a single data repository.

Any parameterization is made through the management tools provided with the product with have a very intuitive, user-friendly, and completely graphic environment. Even when a module is purchased and installed later on, it intercommunicates and functions in concert with the other existing modules without the need for integrations or adaptations.

Furthermore, adding a new module to Presence Suite set-up which has a customized integration with third-party applications does not require to re-develop that integration, since all Presence Suite modules share the same SDK, which interacts directly to the product's unified core.

Furthermore, if an organization has been integrated the Presence Suite with third-party applications, adding a new module does not jeopardize the integration already in place. This is possible because all modules that conforms the Presence Suite share the same SDK, and the communication between the modules and the SDK is resolved through the unified core build into the Suite.

Its architecture enables the product to be implemented and adapted to any requirement or strategy set by the organization very quickly and without any technical complexity. The Presence Technology Suite also stands out thanks to its scalability (feature wise and number of simultaneous seats supported) implemented on real production environments with more than 2000 seats and 5000 users. The Presence Technology Suite truly makes a contact center elastic and limitless.

3. Presence Suite Elements

The product's modularity is so elastic that it not only enables organizations to cover several specific requirements (such as recording calls, intelligent routing, IVR, automatic dialing and scripting), it also provides a complete and unified solution that fulfills their contact center needs.

The following is a brief description of each module in the Presence Suite, as well as a diagram that represents the interaction among them:
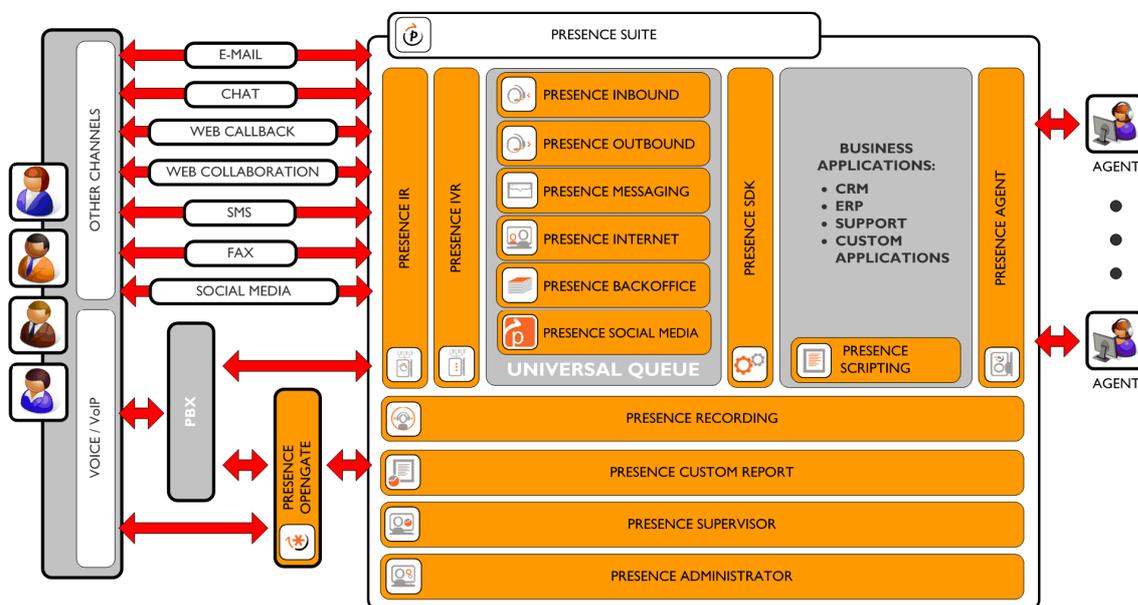
Integration among the different Presence Technology modules

Dialer / Multi-Channel / Multitask and Blending:

Presence Voice Outbound: powerful and robust dialer that offers three different automated dialing modes: preview, progressive and predictive. It produces remarkable improvements in contact centre productivity. It also includes all the functionalities of Presence Voice Inbound.

Presence Voice Inbound: a complete solution for managing the flow of inbound calls, capable of combining any contact centre interaction. Just like any other module from the Presence Suite, it can be integrated with any business application using the Presence SDK.

Presence Messaging: adds support for the handling of e-mail, fax and SMS channels to the Presence Suite. These channels are managed by the universal queue which operates according to the business rules, priorities and skills of the agents selected in the system to handle the interactions.

Presence Internet: adds support for the management of Chat, Web Callback and Web Collaboration channels to the Presence Suite. These channels are managed by the universal queue which operates according to the business rules, priorities and skills of the agents selected in the system to handle the interactions.

Presence Social Media: extends the capabilities of interaction with customers through social networks such as Twitter, Facebook, YouTube or Blogs. Includes powerful content filter to capture the messages the contact center needs to manage. Also fully integrated with the universal queue which allows blending Social Media interactions with any other channel or task managed through the suite.

Presence BackOffice: integrates the BackOffice tasks generated in the Contact Center into a single interaction management queue. This module gives control over these tasks, even if they are not related to interactions previously managed by the Presence Suite.

Multi-channel Routing Intelligence and Self Service:

Presence IR: an engine that automatically performs routing actions based on the business rules set up in the interaction management processes or flows. The engine can process any kind of interaction regardless of the channel (calls, e-mail, etc.), executing the routing rule and assigning the interaction to the agent most qualified to handle it.

Presence IVR: adds sophisticated self-service voice portal functionalities to the Presence Suite, integrating TTS and ASR engines. This allows intelligent strategies to be created, along with fully automated interactive services for the contact centre.

Quality and Recording:

Presence Recording: is a system for recording the agent's conversations and desktop screen. Recording can be activated in accordance with a preset recording plan (by service, extension or login) or on demand. Voice recording and screen captures are completely synchronized. This is an extremely useful tool for quality management or to generate proof of a transaction.

Fast Application / Scripting Creation and Integration with Third Party Applications:

Presence Scripting: this module enables scripts to be designed and published so that they can be used in contact centre services, using a very simple tool with an entirely graphical interface that requires no programming knowledge. Fully integrated with the Presence Suite, the scripts present and collect the information necessary in each situation to manage the customer or service.

Presence SDK: is a development kit that can be used to integrate any other business software tool used in the contact centre with the Presence Suite.

Tailor Made Reporting and Data Analysis:

Presence Custom Reports: is a powerful and flexible report designer that can be used to create completely customized reports combining data from the Presence Suite and databases from other systems (e.g., ERPs, CRMs, Ticketing, etc.). It has a wide range of connectors with other databases. Reports can be exported in various formats, including PDF, Word, CSV, Excel, etc.

Front-ends:

	Presence Administrator: a management tool that enables the system administrator to configure the more technical parameters of the Presence Suite, as well as to grant different levels of access and assign profiles for the various system users.

	Presence Supervisor: an online management tool designed specifically for service managers which makes business rules quick and easy to implement in the Presence Suite. From this tool, all Presence Suite modules can be managed. It is operated entirely through a highly intuitive and easy-to-use GUI. The tool incorporates a wide range of real-time and historical reports providing total management control over the contact centre.

	Presence Agent: is a front end in toolbar format that the agent uses to interact with the system. The module can be installed on the agent's workstation or run entirely through an online web interface. The Presence Suite includes an automatic software update service to update front end interfaces when required.

TDM and VoIP Gateway:

	Presence OpenGate: Although the Presence Suite integrates natively via CTI with Avaya CM, the Presence Suite also integrates natively with a powerful and flexible TDM and VoIP gateway developed by Presence Technology (Presence OpenGate). This gateway is based on the robust and flexible Asterisk switching engine, but optimized by Presence Technology to meet the highest standards of performance, scalability and availability established in the most demanding Contact Centers. It enables the Presence Suite to be deployed without the need of a telephone switch or interconnecting it with any PBX on the market.

Regardless of the telephony solution selected, the Presence All-in-One Suite has been designed to support various telephone switches without having to make changes to the software and with the option of easy migration between different telephony platforms. Additionally, as its architecture is based on open standards, the Presence Suite adapts to all contact center

environments and sizes, guaranteeing investments and minimizing the TCO. Its remarkable flexibility allows for deployment in entirely virtualized environments.

More detailed information on each module can be found on the Presence Technology website:

www.presenceco.com

4. Presence Suite Architecture

The Presence Suite is compatible with numerous PBXs on the market. It interacts at the CTI level with Avaya PBX /ACDs and by using the TDM and VoIP (SIP, H.323, IAX), Presence OpenGate Gateway enables the Presence Suite to be directly connected to the Switched Public Telephone Network and/or integrated into any PBX on the market, regardless of make and model.

Both Oracle and Microsoft SQL Server can be used as the data repository deployed by the Presence Technology Suite to store all information related to operations, business rules and customers. These database engines enjoy the greatest acceptance among corporate and contact center environments.
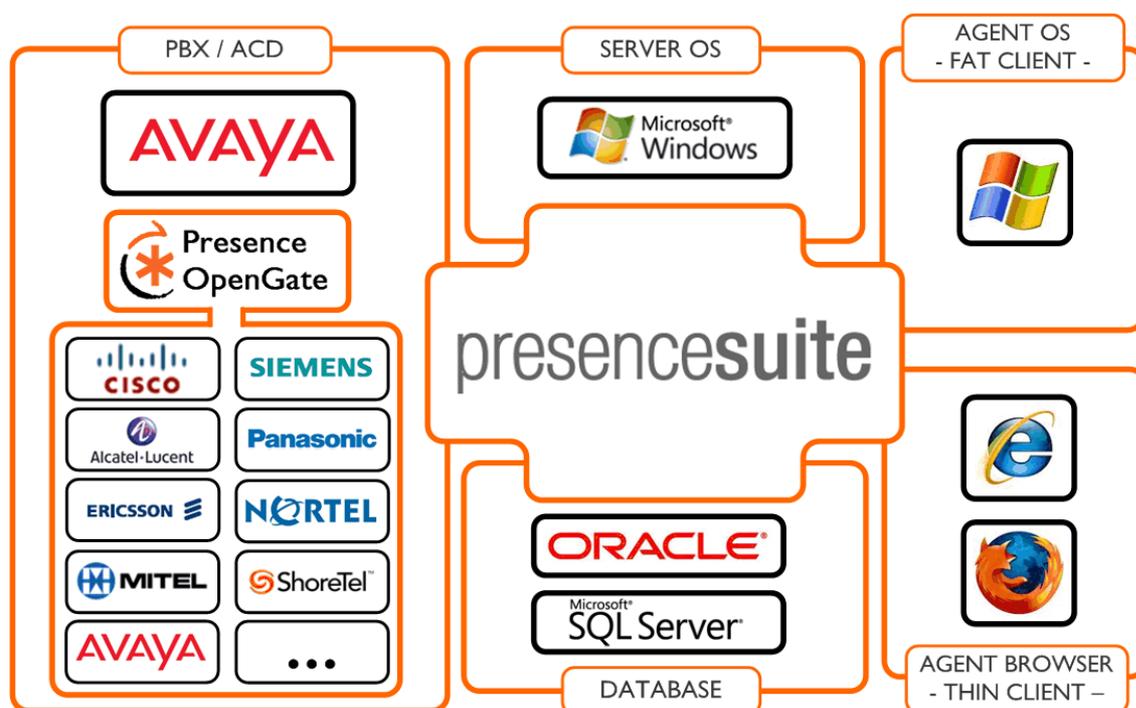
PBX, OS and Databases supported by Presence Technology's Contact Center Suite

The Presence Technology Suite also has two different interfaces available for agents:

- o A **fat-client** installed on the agent's desktop, which is compatible with Microsoft Operating Systems.
- o A fully web multi-platform **thin-client**, which is compatible with the Internet Explorer and Firefox browsers.

The extraordinary flexibility of this solution allows it to be deployed on completely virtualized servers and/or desktop infrastructures.

The following section provides detailed information on the Presence Suite architecture interconnected at CTI level with Avaya as well as the use of the Presence OpenGate Gateway integrated with any PBX or providing a complete all-in-one solution.

4.1. Avaya

The Presence Suite integrates natively with Avaya Communication Manager using the CSTA protocol and the TSAPI application interface. Avaya offers two hardware elements that make this communication possible: AES servers (Avaya CM) or older Avaya PBXs (Definity) through MAPD cards.
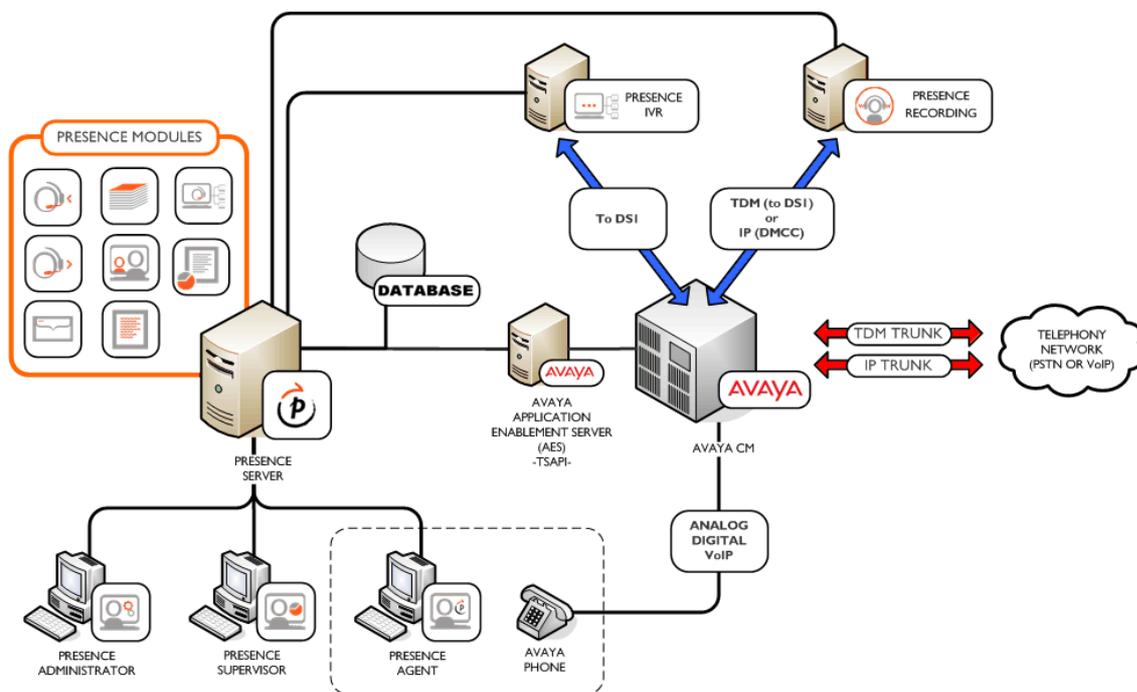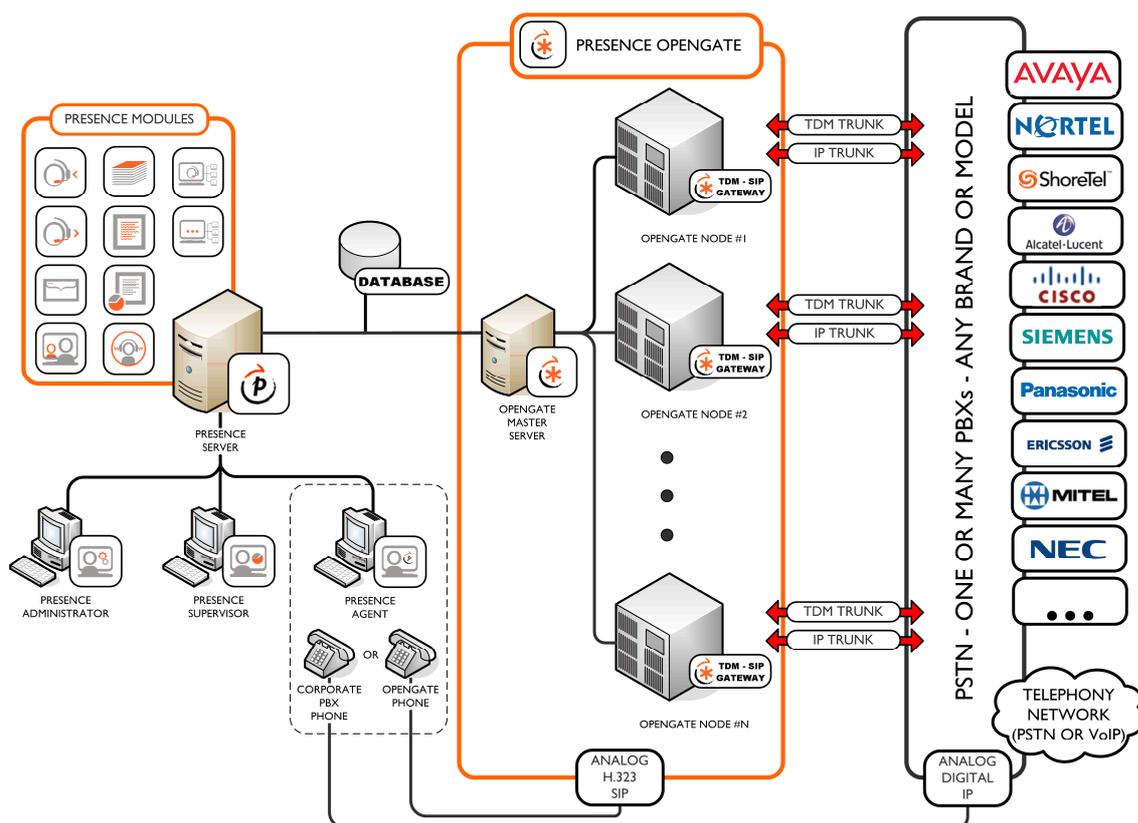

Integrating the Presence Suite with Avaya

The Presence Suite's integration with Avaya is so tight that it even uses algorithms and features built into these switches to provide the best performance, scalability and stability. The reutilization of capacities available on Avaya PBXs/ACDs maximizes the return on investment, which means that contact centers have no need to acquire additional hardware or software to provide the different functionalities that are already available on the PBX and have been purchased.

Specifically, the Presence Suite uses the algorithms embedded on Avaya's Call Classifier boards to identify whether a call is a non-useful contact, e.g.: no answer, fax, voicemail, network saturation, busy signal. It also uses all the logic and control embedded on Avaya's ACD to handle the prioritization and assignment of all interactions regardless of the channel. This integration allows the Avaya ACD to have full control of every interaction and consequently, the CMS or IQ to collect and present information of the interactions and the skills. As a result, the reports and monitors provided by the Presence Suite are fully synchronized with the reports and monitors available on the systems provided by Avaya to operate the Contact Center (Avaya CMS or Avaya IQ).

4.2. OpenGate

Presence OpenGate is a TDM and VoIP gateway based on the Asterisk switch which is fully integrated with all Presence Suite modules. As with Avaya, the CTI communication with the Presence Suite is resolved through the CSTA protocol, which is supported by the OpenGate Proxy and developed entirely by Presence Technology. The progressive and predictive dialing modes and detection of non-useful contacts are handled by the Asterisk switch engine, which qualifies each outbound record automatically.

The ACD engine implemented within the Presence OpenGate solution has been entirely designed and developed by Presence Technology to furnish the solution with the maximum performance, scalability and stability. Embedded in this ACD algorithm, not only have multichannel interactions, queues and priorities control been incorporated, but also a full load balancer interaction manager that shares the load among different Asterisk servers, although it is visualized and administered as a single PBX or ACD. This high availability and redundancy feature embedded in the Presence OpenGate Proxy core is called N +1.

Integrating Presence Voice Outbound with Presence OpenGate

This architecture provides an extremely flexible environment and enables the Presence Suite to be implemented directly connected to the public telephony network or even simultaneously integrated with one or more PBX platforms from different manufacturers, making it a complete system with Command Center functionality.

Detailed information on Presence OpenGate as well as its extensive implementation options - whether in a stand-alone setup or integrated with one or many PBX simultaneously regardless of their brand and model - is documented in the Presence OpenGate White Paper published on Presence Technology website: www.presenceco.com

5. About Presence Technology

Presence Technology is a software company with a high value-added technology proposition for Contact Centers.

Our dedication to serving clients has led us to develop solutions that adapt to each user's specific needs. Our focus is on solving each case's special challenges. The Presence Suite affords great flexibility to a contact center's dynamics and directly contributes to improved productivity margins for services, providing an unrivalled return on investment in this industry.

The Presence Suite is currently the most comprehensive collection of contact center tools on the market and has been developed to improve contact center management while achieving the highest levels of quality and customer satisfaction.

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