

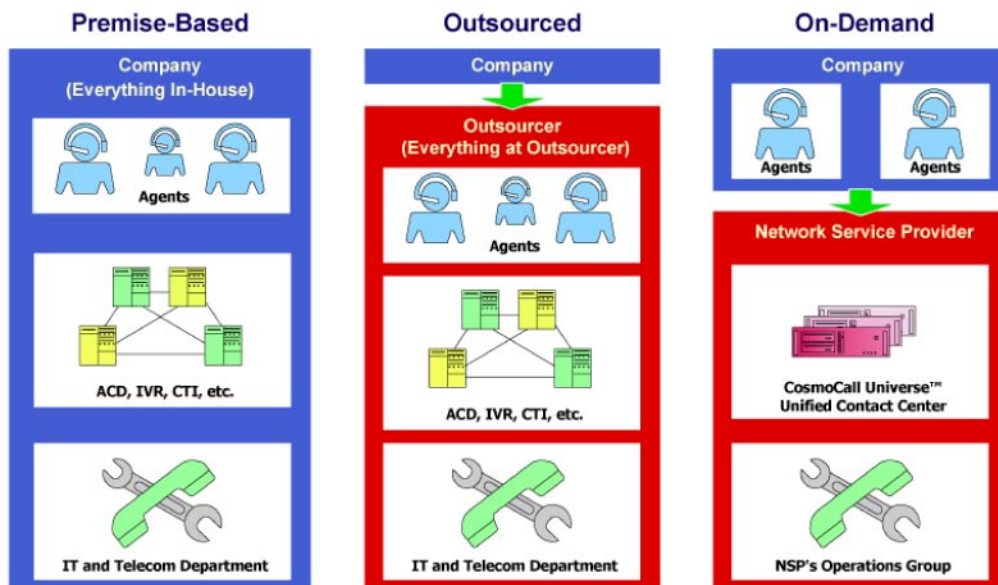
# Centric Contact Centre On-Demand

## A New Opportunity for Network Service Providers

NSPs derive much of their revenue from providing low margin commodity services, many of them to contact centres. To survive the commodity price competition and achieve growth, they need new services that add value to their commodity offerings and restore margins.

Contact Centre On-Demand™ (CCOD, also known as hosted contact centre or network-based contact centre) is such an opportunity. Today NSPs provide basic transport services to contact centres, leaving the high-margin revenue of advanced contact centre features to vendors of premise-based equipment. With Contact Centre On-Demand, network operators not only gain access to new higher margin revenue, but also protect critical existing sources of revenue from price-driven churn.

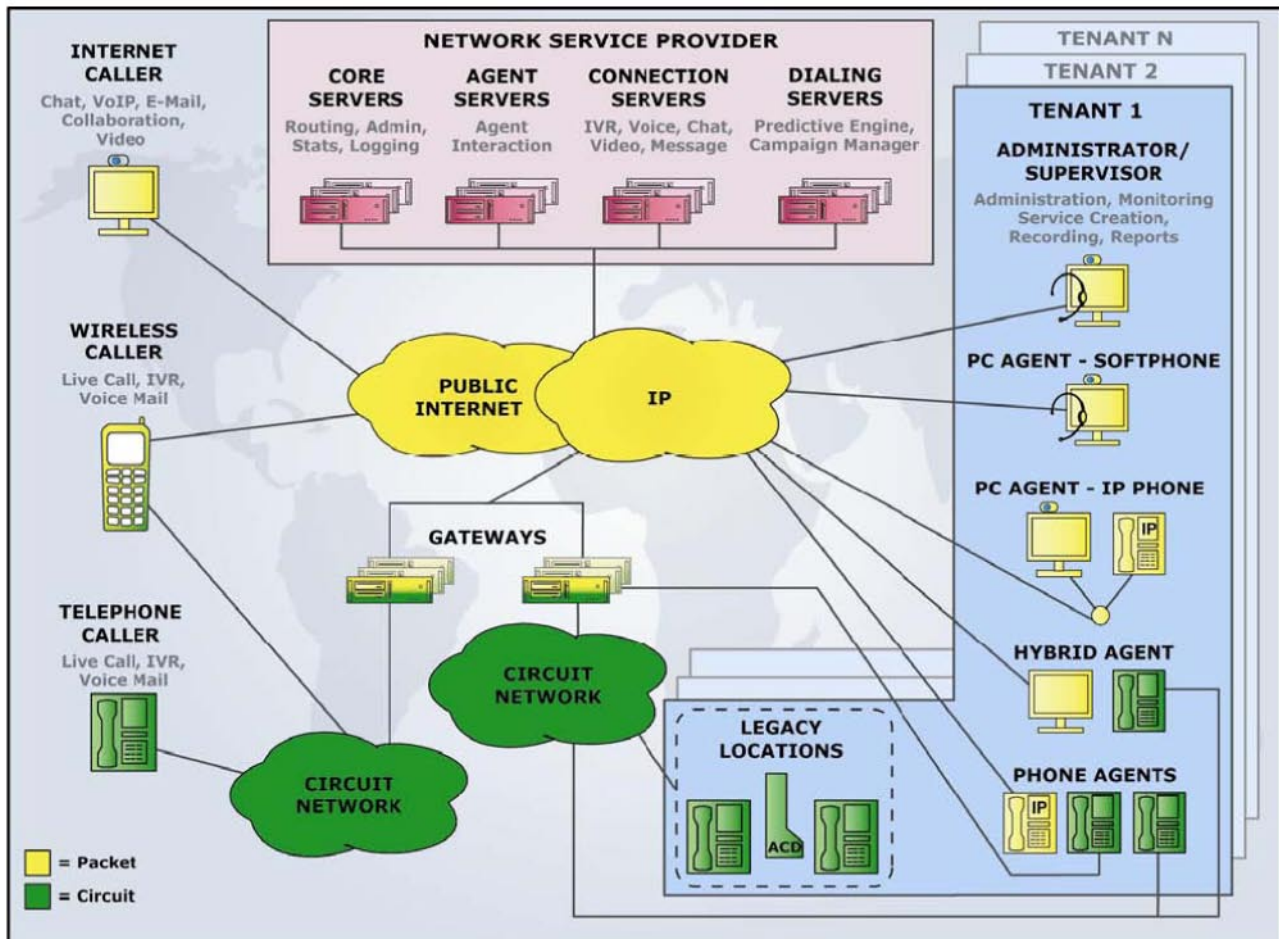
Because of CCOD's compelling value proposition for the customer vs. traditional premise-based solutions, analysts project that CCOD will claim about a third of all contact centre seats in the next decade. What will happen to your core revenue from contact centres if you don't offer CCOD? It's easy to see why many of the world's leading telcos, including BT, Cable & Wireless, Deutsche Telekom, France Telecom, KT, PLDT, NTT and TeliaSonera, are now offering CCOD and related services.



*Before Centric Contact Centre On-Demand, agents and technology had to live together. CCOD allows network operators to separate out the technology, and provide it as a network-based service.*

Centric is the leading provider of Contact Centre On-Demand technology worldwide. Centric enables CCOD as a complete, unified, multi-tenant contact centre suite that includes ACD, IVR, CTI, predictive dialing, multimedia recording and a complement of powerful management applications.

To learn more about Contact Centre On-Demand and how Centric can help you to protect core revenue and achieve growth in new high-margin revenue, please visit us at [www.centric.co.uk](http://www.centric.co.uk)



### Ideal Architecture for Hosted Contact Centre

Centric's all-IP architecture makes it uniquely suited as a platform for network service providers to offer network-based Contact Centre On-Demand services. Built on the Microsoft Windows Hosting Platform, the system is multi-tenant from the ground up, with tenant self administration so that NSP customers can completely manage their own virtual call centers (and service providers don't have to). The downloadable, auto-updating agent client lets customers add agents anywhere over existing IP connections. And with Centric's scalability and reliability, NSPs can be confident they are providing the mission-critical connections their customers need.

Each of the NSP's tenants can have one location or many (including legacy locations), and can use one type of agent or any combination of agent types. In all cases, the core contact center infrastructure is deployed in the service provider's network. Tenants need only the agent clients, the IP connections, and optionally, circuit connections (if they wish to use circuit telephones).