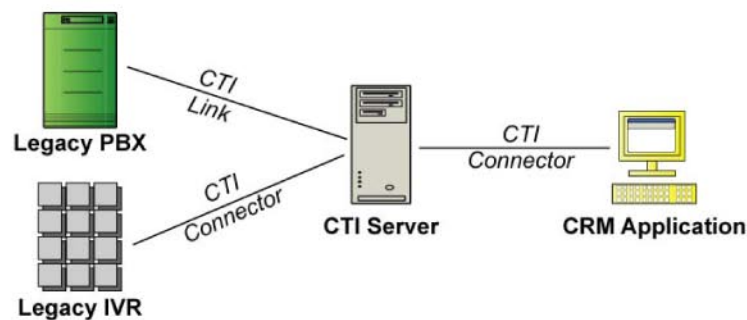


Centric IP Integration

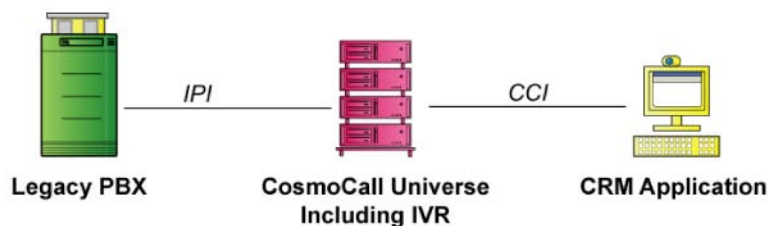
IP Integration (IPI) makes Centric the optimum ACD and Contact Centre upgrade solution for a traditional PBX. IPI enables investment-preserving evolution from a telephone-only, circuit-switched environment to an IP-based, multimedia contact centre. The term IPI contrasts with the term Computer-Telephony Integration (CTI), which describes the traditional way of upgrading a PBX to a contact centre. IPI is more efficient, cost effective, full-featured, and seamless than CTI, making Centric an attractive alternative to the CTI upgrade paths offered by many of the PBX manufacturers including the Nortel Symposium Call Centre and the Avaya Interaction Centre.

How IPI Works

IPI works by connecting the all-IP Centric to the legacy PBX via the IP trunk and line cards that most PBX manufacturers now provide. Using IPI with the PBX, and CCI (Computer-Computer Integration) with the CRM Application, Centric greatly simplifies the process of creating a complete contact centre and eliminates most of the complexities and costs associated with traditional CTI tools. The following picture shows the traditional CTI approach:



Contrast this CTI-everywhere approach with the simplicity of Centric IPI:



While both of these diagrams are intentionally simplified, anyone who has experienced a complete implementation of CTI to link PBX, IVR and CRM will soon recognise that IPI/CCI offers many advantages over CTI.

Features and Benefits of IPI

- An advanced skills-based, priority-based and value-based ACD routing engine that applies to all types of calls
- Handles media channels such as web and e-mail in the contact centre.

- Combines multiple legacy locations into a single virtual ACD, with unified queuing and administration for all agents, at all locations.
- Home agents and remote supervisors with no special equipment at either the main or remote location, are seamlessly integrated into to the global call centre operation.
- No need to deploy dedicated IVR and CTI systems at each location.
- Investment Protection for your PBX, with an evolution path to a completely IP-based Contact Centre infrastructure.

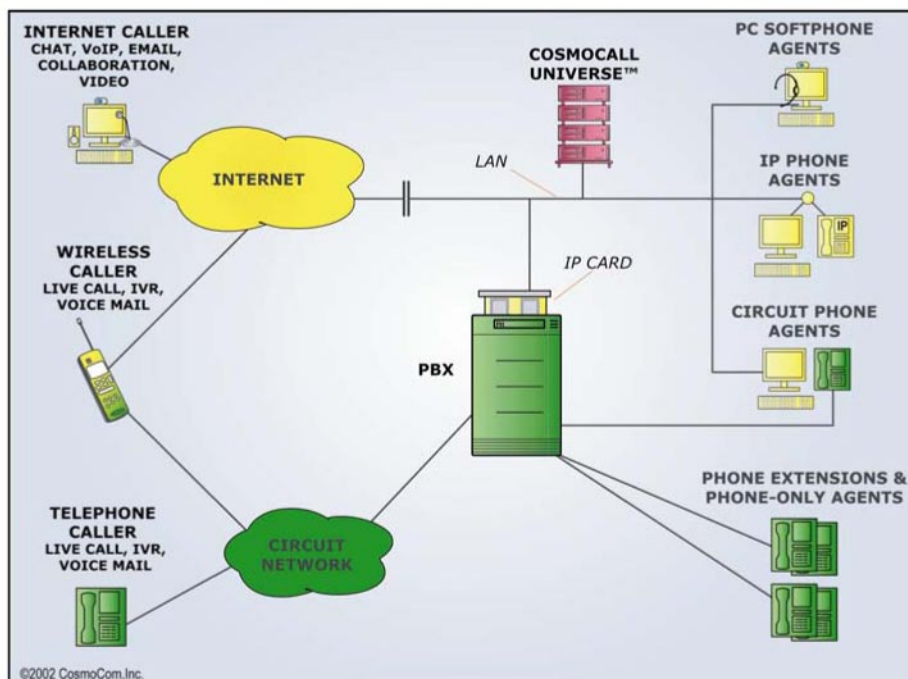
Additional Benefits of IPI in Hosted Call Centre Deployments

When IPI is deployed as part of a Hosted Contact Centre offering customers gain from having a low-risk investment in the latest IP based contact centre technology plus:

- Minimal on-site equipment — most equipment is hosted in the Service Provider's network.
- Minimal initial investment
- Rapid deployment — no complex, dedicated infrastructure to install

IPI Architecture

Figure 1 is a block diagram to show how IPI adds Centric to an existing PBX by using one of the PBX manufacturer's standard VoIP cards.



These cards can be added to the legacy switch at a very moderate cost, to provide the bridge between the circuit switch and the IP contact centre. Telephone calls are delivered to the customer premises using the existing E1 circuit connections to the PBX.

These calls are then connected to Centric agents. All agent telephony types are supported, including PC Softphone, IP Phone, Hybrid PC and circuit phone, or circuit phone only. IPI delivers telephone calls to agents with the full functionality of Centric without a major change to the

existing telephone infrastructure. For example, agents can use the CentricAgent application to handle Internet calls, e-mail and voice mail, in addition to telephone calls.

Service Provider Perspective on IPI

IPI provides a feasible way for contact centre service providers to add ACD capability to existing premise-based PBX. This approach is particularly effective for customers who have not yet deployed a full-fledged ACD but who do have a premises PBX in place. The Service Provider's case is strengthened by having the opportunity to present a feasible and cost effective method to add ACD capability as an overlay via the simple installation of IP cards in the premises switch.