

Innovation | Collaboration | Evolution | Results

## Unified Communications and Contact Center

**Applications | Technology Integrations | Solutions | Services**

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<http://www.softel.com>



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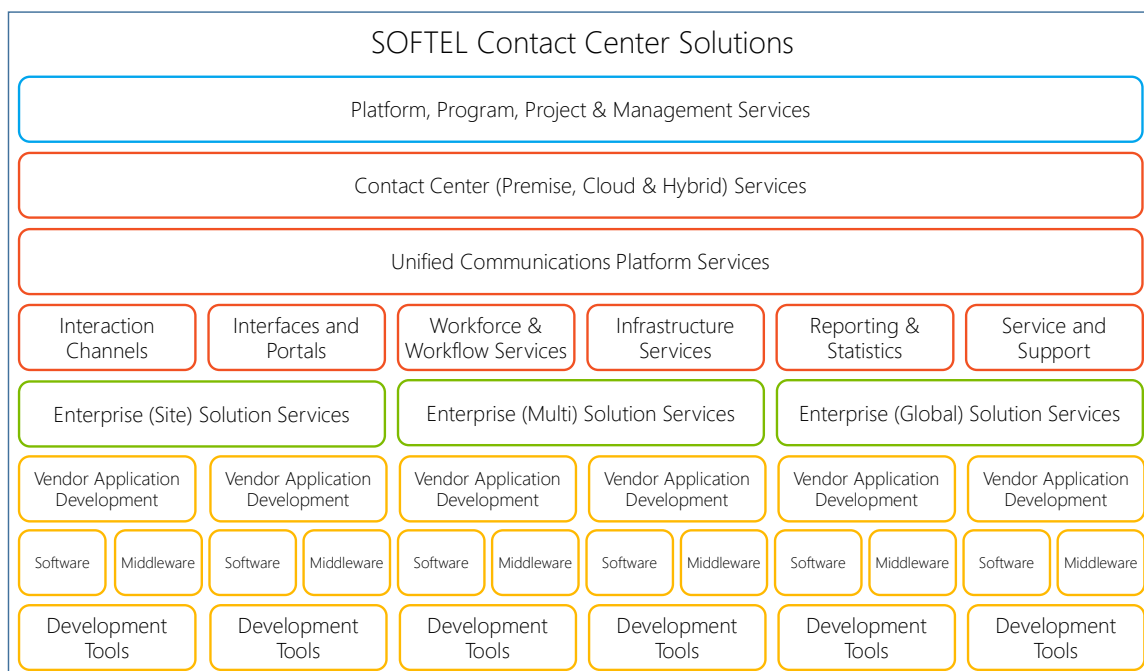
## SOFTEL Communications – Complete Contact Center Integrations Portfolio

Contact center solutions have evolved rapidly in the last 10 years from the straightforward "Voice Channel" to a complex network of omnichannels and interactions across many different communications streams. Every industry has its own challenges when it comes to solution delivery and customer support. Organizations want to provide the best experience by ensuring outstanding customer satisfaction and obtaining repeat business. SOFTEL's experience in providing full life cycle delivery for contact center solutions spans more than 20 years in sectors as diverse as Healthcare, Security, Finance, Logistics, Government, and Retail.

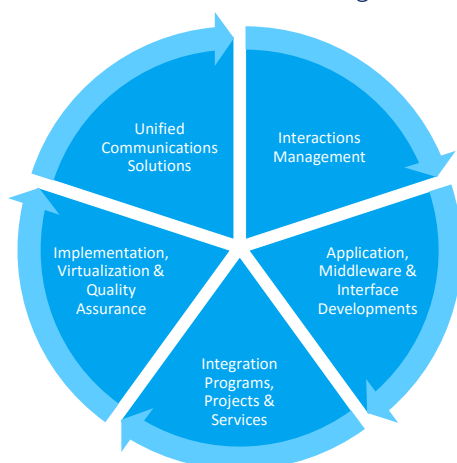
Customers' high demands require companies to provide the goods, services, information, and help they want in the form that they want it. During our two decades of successfully integrating and implementing contact center and telephony applications, we have developed deep expertise and experience. This has helped our customers to attain the delicate balance of proactive, interactive, self-service customer support. SOFTEL has strong integration and implementation experience on multi-vendor, inbound, and outbound contact center solutions representing the following vendors and/or applications:

Cloud-Based Contact Center Application Support | Microsoft Native Skype for Business Contact Center and UCMA support | Avaya Inc. | Cisco Systems Inc. | Genesys Telecommunications Laboratories | NICE Systems Ltd. | Verint Systems Inc. | Customer Relationship Management Systems (CRM) | Work Force Management Systems (WFM)

Combining these technologies into an enterprise platform, SOFTEL offers its expertise and experience in contact center solutions to provide integration and implementation life cycle services on platforms from *Microsoft, Avaya, Cisco, Genesys*, and other peripheral vendors.



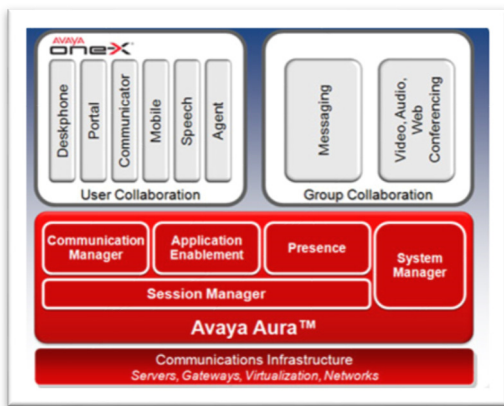
### SOFTEL Contact Center Integrations



### A Selection of our Business Partners...



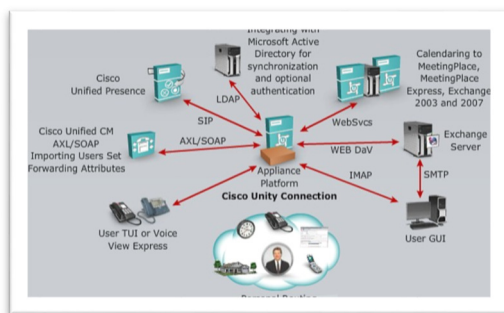
## Avaya - Aura Communications Manager



The Avaya Aura System Platform technology delivers simplified deployment of Unified Communications and contact center applications. This framework leverages virtualization technology, predefined templates, common installation, licensing, and support infrastructure. The Avaya Platform contains;

- Communications Manager - the core components of the platform.
- Session Manager - channel orchestration components.
- Presence - aggregation services for multiple channels
- System Manager - administration and control of the platform.
- User Collaborations - multichannel interactions and solutions.
- Group Collaborations - multiuser channel interactions and solutions.

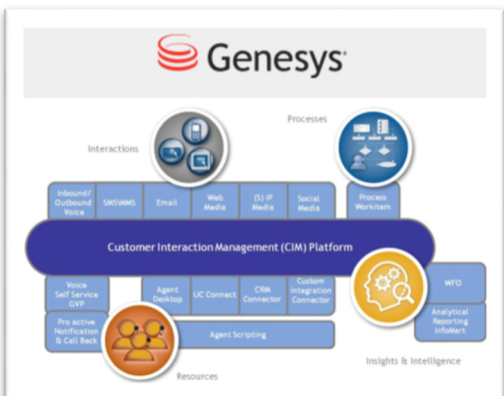
## Cisco - Unity Connection



The Cisco Unity Connection Solutions provides "bridges" and interconnectivity among disparate contact center interaction solutions. A series of components of Unity Connection can be deployed together or in isolation containing:

- Flexible User Interfaces - Attendants and Interconnections.
- System Administration - Controls, licensing, LDAP, Security, etc.
- Servers and Phone Systems - Cisco Call Manager and peripherals.
- Enterprise Features - including HA/Redundancy elements, digital networking and 3<sup>rd</sup> party voicemail interoperability.

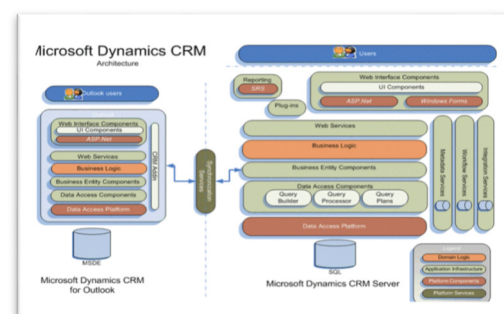
## Genesys - CIM



The Genesys Customer Information Management (CIM) enterprise platform and solutions provide both fully formed channels and connectivity for 3<sup>rd</sup>-Party channels and solutions. The CIM platform comprises:

- CIM Platform- the core components of the platform.
- Solution Control - operational and configuration components.
- Management Framework - data interfacing services and server components
- Solutions - deployed channels for voice, eServices, workforce and workflows.
- SDK's, API's and adaptors - development tools for made to order integrations.
- Reporting Solutions - real-time and historical interaction and volume reporting.

## Microsoft Dynamics CRM



Microsoft Dynamics Customer Relationship Management (CRM) solutions are one of a series of service offerings from Microsoft. Utilizing the core components common to the Microsoft product range, Office, Azure, 365, Skype / Skype for Business, and a plethora of enterprise level CRM and service tools, Dynamics CRM provides the framework for solutions based on;

- Presentation/Functional - Portals, Communications, Document Management, etc.
- Admin/Power Users - Configuration, Workflow, Security and BI Analytics.
- Platform Infrastructure - Applications, Tenants, Integrations and Infrastructure.

- IT/Developer Tools - Customizations, Management, Supportability and Utilities.

## Integrating Contact Center Platforms and Solutions

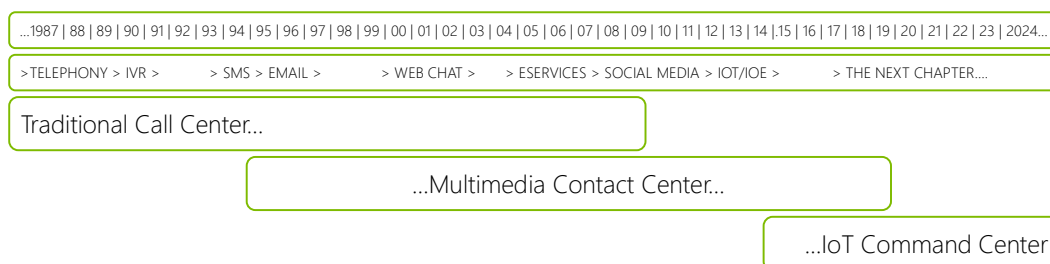
The similarity among the major contact center vendor's platforms is a common foundation. The basis for each platform is to provide a middleware interface between peripheral technologies and a core central platform. Other solutions have evolved which replace peripheral technologies such as traditional TDM voice with SIP-based communications where enterprises chose to combine the features of multiple vendor solutions. The results can become exceptionally complex to implement, manage, and operate.

Hybrid solutions raise the complexity of a platform exponentially. The underlying telephony, telecommunications, and network infrastructure by using more than one solution layer from different vendors produces unique challenges. As an example a single telephony extension number must be originated either through the network provider or else through the local PBX. Overlaying that base configuration can be more than one series of administration and configuration toolsets that produce three levels of complexity. The extension number and how it is operationally invoked by each of those three systems can be confusing and produce errors. SOFTEL provides expert support for this level of complexity by investigating anomalies within these configurations and operations. We are also well placed to provide middleware solutions through software development, SDK's, API's, development tools, and data integrations ensuring that each solution, layer, and sub-system is coordinated and matched thereby ensuring continued cooperation.

Integrations for contact center operations continue to extend and expand as social media and Smartphone technologies offer additional channels and opportunities for enterprises. The following is a selection of solutions and services which underpin the contact center integration services offered by SOFTEL

## Internet of Things (IoT) Solutions

SOFTEL is enthusiastic about the prospects of providing solutions, with our technology partners, within the emerging opportunities related to IoT. From a Unified Communications standpoint, IoT opens the door to a level of device interaction, communications, data mining, insights, and Big Data analytics to business enterprises, which far exceed current interaction operations. The simplicity of the traditional call center must move beyond the current complexities of the multimedia/omnichannel contact center. IoT transforms operations in a single step to create the IoT ready *Command Center*;



IoT convergence enables insights beyond the standards of voice and multimedia/omnichannel presence. Identifying and connecting devices and wearable technology data streams to people and processes provides *personification*, a new stunningly clear profile for the emerging *Command Center*. Replacing generic business rules with *personification* means being able to tailor every interaction to the individual, using real-time dynamics based on existing rules and new IoT criteria including, location, social, health, wellbeing, Biometrics, telemetry, and much more. This is just the beginning of the Command Centers' newest Channel.

SOFTEL has over 20 years' experience within Unified Communications and contact centers. That level of experience has allowed us to consider the shape of the past, combine the emerging technologies which serve consumers today, and provide us with a clear view of the future of IoT serving both consumers and devices within the Command Center. SOFTEL works with their technology partners to provide new robust Command Center channels for both *personification* and M2M operations by combining IoT devices and data streams into an enterprise platform.

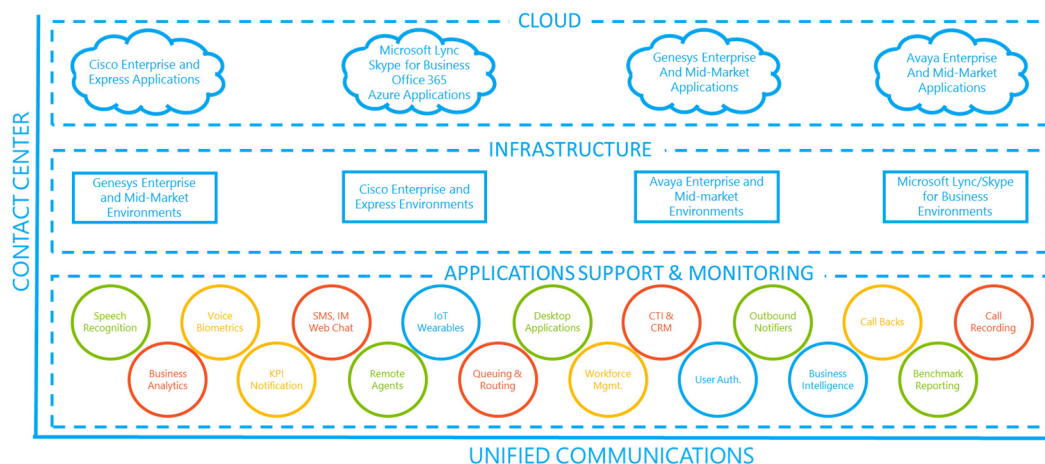
## Managed Services

Sometimes technologies designed to increase productivity within an organization can also create levels of complexity and increase risks when transitioning from legacy platforms to virtualized environments. If you find that you are spending too much time managing your applications instead of operating them, it's time to talk to SOFTEL Communications.

For nearly two decades, we have provided service, support, monitoring, and management of solutions, applications, and devices across converged client networks. Our Managed Services monitor IP-based communication system devices, applications, routers, and switches for fault/failure and performance events. We resolve incidents and take the lead in co-managing networks of applications across any infrastructure from our Network Operations Centers (NOC), operating as an extension of your IT team. We also provide visibility into the state of your network through our best-in-class Remote Monitoring and Management Platform. Our advanced recording and reporting technology

aggregates performance, availability, and fault information into real-time, daily, and monthly reports. All of which allows you to simply get on with your operations.

SOFTEL experts work closely with a business enterprise in all aspects of an integrated contact center and across UC strategies from people, technologies, and processes to operations and best practices. We have extensive implementation and operation experience with a wide range of Unified Communications solutions.



## Project Governance and Program Management (PGM) Services

Today's business challenges are tough. The solutions to overcome these challenges are often complex. Understanding the problems, communicating to the key project stake-holders, specialists, and mapping out a clear path to results by keeping tasks on track is where real project experience and management maturity can make the difference between success and failure. Ensuring everything moving towards deadlines and business specifications needs a good plan and a superior method of delivery. If you need an experienced, tested, and trusted project or program governance and delivery service, it's time to talk to SOFTEL Communications. At SOFTEL, we use proven project management methodologies and provide the expertise to manage and implement end-to-end complex and large scale application and infrastructure projects.

SOFTEL has provided Project Governance & Program Management Services driving, supporting, delivering, and the quality control of complex project deliverables across converged client networks. Our PGM services begin with scope and definitions and continue through life cycle deliveries to quality control monitoring measures. Our project, program, and delivery managers drive deliverables and take the lead in coordinating multiple services, providers, platforms, and developments. Through proven delivery methodologies, we provide planning and implementation records, reports, and status/progress milestones, ensuring clear communications among all parties. All of which allows you to simply specify your deliverables.

SOFTEL experts work closely with a business enterprise in all aspects of an integrated contact center and across UC strategies from people, technologies, and processes to operations and best practices. We have extensive implementation and operational experience with a wide range of Unified Communications solutions and contact center technologies with the means and resources to deliver.

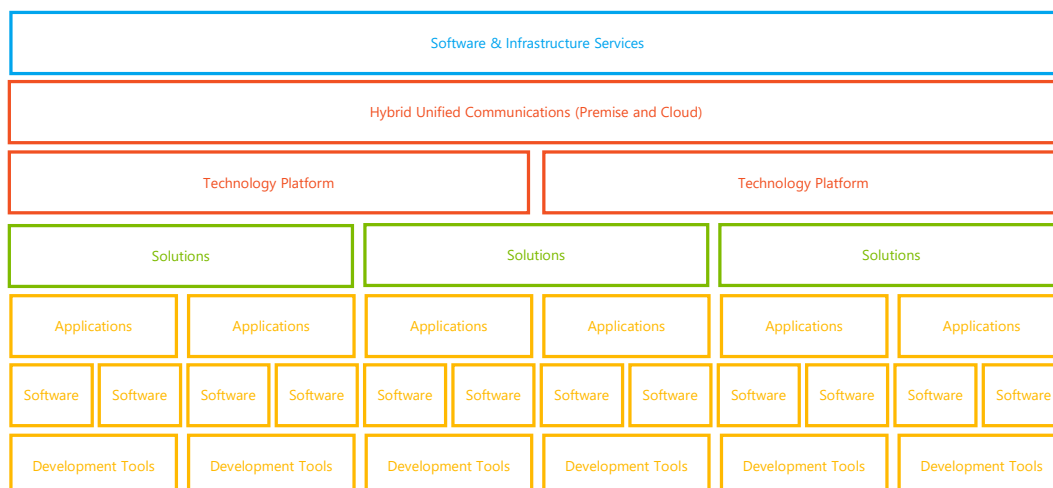
Planning	Scope of work	Business Requirements	Technical Requirements	Business & Technical High Level Design	Architecture Design Document	Technical Design Document	Project Plan
		Stakeholders					
Delivery	Business Analysis	Technical Design	Technical Development	Technical Integration Testing	Business/User Testing	Implementation	Quality Control & Post Launch Support
Governance	Implementing & Overseeing the Project Plan	Phase Delivery Planning	Stakeholders Communique	Quality Assurance & Milestone Planning	Internal & External Resource Planning	Customer & Supplier Liaison	Project Timeline Adherence

## Software and Infrastructure Services

Today's Contact Center environments evolve over time, creating any number of complex elements which form the core of Unified Communications. Understanding those elements, knowing how they interact, and having the experience to apply continued operational enhancement is where software and infrastructure maturity can make the difference between success and failure. Ensuring everything is aligned and functional takes a good plan and a superior method of continued delivery. If you need an experienced, tested, and trusted software and infrastructure Service, it's time to talk to SOFTEL Communications. At SOFTEL, we use proven delivery and operating methodologies and provide the expertise to manage and implement end-to-end complex and large scale software and infrastructure projects.



SOFTEL experts work closely with a business enterprise in all aspects of an integrated contact center and across UC strategies from people, technologies, and processes to operations and best practices. We have extensive experience with a wide range of Unified Communications software and infrastructure services.

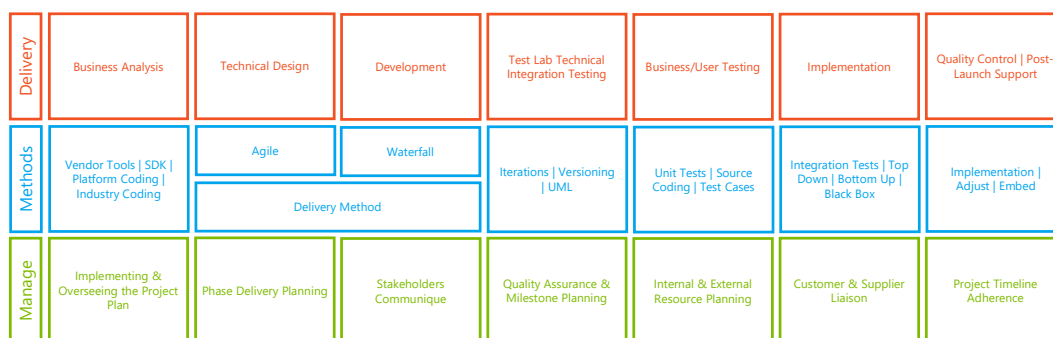


## Software Application Development Services

Today's contact center and Unified Communications omnichannel software application development is becoming more complex with the advent of IoT, Big Data analytics and wearable technologies. The plethora of platforms, operating systems, devices delivery, and hosting methods makes finding the right balance between functionality and accessibility daunting. Understanding how developed software fits in with the overall operations and ensuring it is the best possible fit is where real development experience and management maturity can make the difference between success and failure. Ensuring everything satisfies the specifications takes a good plan and a superior method of delivery. If you need an experienced, tested, and trusted Software Application Development Service, it's time to talk to SOFTEL Communications. At SOFTEL, we use proven delivery methodologies and provide the expertise to manage and implement end-to-end complex and large scale software, application, and infrastructure software and application delivery projects.

SOFTEL has provided Software Application Development Services by driving, supporting, delivering, and the quality control of complex deliverables across converged client networks for nearly two decades. Our services begin with a complete analysis of requirements and continue through detailed designs and development on to an implementation across an enterprise or business. Through our dedicated team of software developers and management staff, we drive deliverables and take the lead. Our proven delivery methodologies define, measure, assess, implement, and control our custom developments ensuring a fully flexible approach to delivery. All of which allows you to simply define your business goals.

SOFTEL experts work closely with a business enterprise in all aspects of an integrated contact center and across UC strategies from people, technologies, and processes to operations and best practices. We have extensive application development experience with a wide range of Unified Communications solutions using an significant set of development tools and methodologies.



## Why SOFTEL Contact Center Integrations?

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SOFTEL has been providing, supporting solutions, and services to business enterprises for over two decades working in sectors as diverse as Finance, Health Care, Retail, Utilities, and Transportation. Our knowledge of operations and security of contact centers has benefitted dozens of leading global organizations, who operate complex technologies. Coupled with our experience in enterprise environments, SOFTEL provides a professional frontline staff with industry level delivery methodology. SOFTEL's contact center integration solutions and services offer superior delivery and attention to detail. We are dedicated to providing a fully encompassing solution delivery service with our technology partners while minimizing the impacts to business operations. From single to multiple implementations, across platforms, solutions, environments, and technologies, SOFTEL supplies, manages, delivers, and supports contact center integration solutions in the present designed for the future.

SOFTEL is passionate about providing *Best in Class* Contact Center Integration Services to your Enterprise Operations. To find out more about our unique Solutions & Service Packages, contact us today;



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