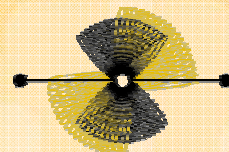


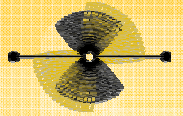
美国艾斯瑞通信系统公司
中国区首席代表 张在望

CIC一体化多媒体呼叫中心平台及 企业通信发展展望

Innovation. Experience. Value.



Interactive Intelligence
Deliberately Innovative



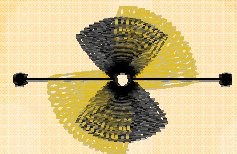
Interactive Intelligence
Deliberately Innovative

- 艾斯瑞通信系统公司简介
- CIC一体化多媒体呼叫中心平台
- 企业通信发展展望

Interactive Intelligence Inc.®

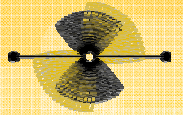
艾斯瑞通信系统公司简介

Innovation. Experience. Value.



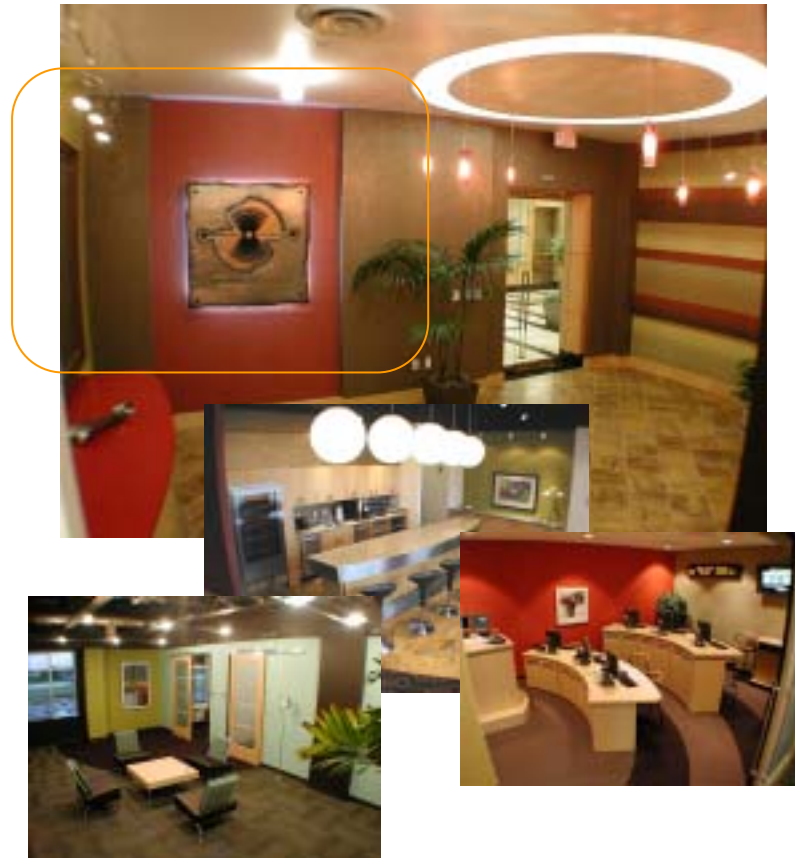
Interactive Intelligence
Deliberately Innovative

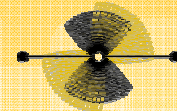
公司简介



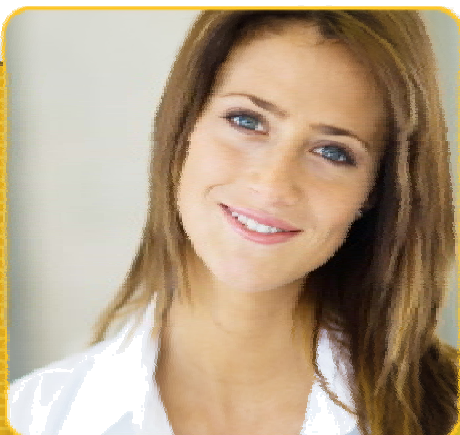
Interactive Intelligence
Deliberately Innovative

- 成立于1994
- 最早进入市场的创新者
 - **第一套**用于企业和contact center 的一体化通信平台
 - **第一套**基于SIP的IP contact center应用系统
 - **第一套**全软件IP PBX
- 公司总部位于美国印第安那州印第安纳波利斯市
 - 在Irvine, California & Washington, D.C设有区域总部
 - 在欧洲和亚太地区设有数十个办事处
 - 中国区办事处位于北京
- ISO 9001:2000 Certified since 2004





**Enterprise
IP Telephony**

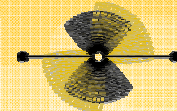


**The Contact
Center**



**Enterprise
Messaging**

**The Interactive Intelligence
All-in-One Platform**



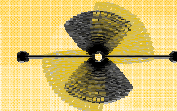
The Contact Center

提供：

- 基于软件的IP互动联络中心应用解决方案
- Inbound多媒体路由选择
- 基于SIP的智能外拨系统
- 单一平台可支持多达5,000个座席

优势：

- 统一的多媒体应用平台
- 在多媒体环境下最低的TCO
- 基于标准的开放式系统
- 便于构建VoIP一体化通信平台



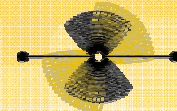
Enterprise IP Telephony

提供：

- IP PBX 电话系统
- 100% Microsoft®-based
- 单机容量可支持15,000个用户
- 特别适用于具有多个异地分支机构的企业单位

优势：

- 集成微软的全部应用
- 具有丰富功能的纯软件统一通信系统
- 呼叫中心与企业通信系统有机的集成在一个平台之上。



Enterprise Messaging

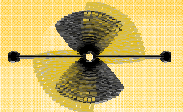
提供：

- 语音信箱，统一消息系统
传真，跟我走，基于规则的路由方式，实时状态管理。
- 自动通知
- 容量可达25万用户以上

优势：

- 基于IP的消息系统
- 单一架构的无缝扩展
- 便于升级和增加应用功能
- 开放式系统

全球客户化

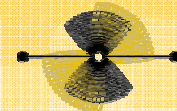


Interactive Intelligence
Deliberately Innovative

- 3,500+ 客户分布于各个行业
- 全球共有165家大型增值应用分销商，其中包括欧盟和亚太地区
- 产品分布于80个国家
 - 产品支持所有主要的欧洲和亚洲语言和文字，其中包括简体中文。



中国地区部分客户



Interactive Intelligence
Deliberately Innovative

SONY



SANYO

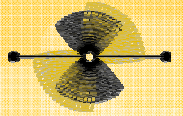


SHARP



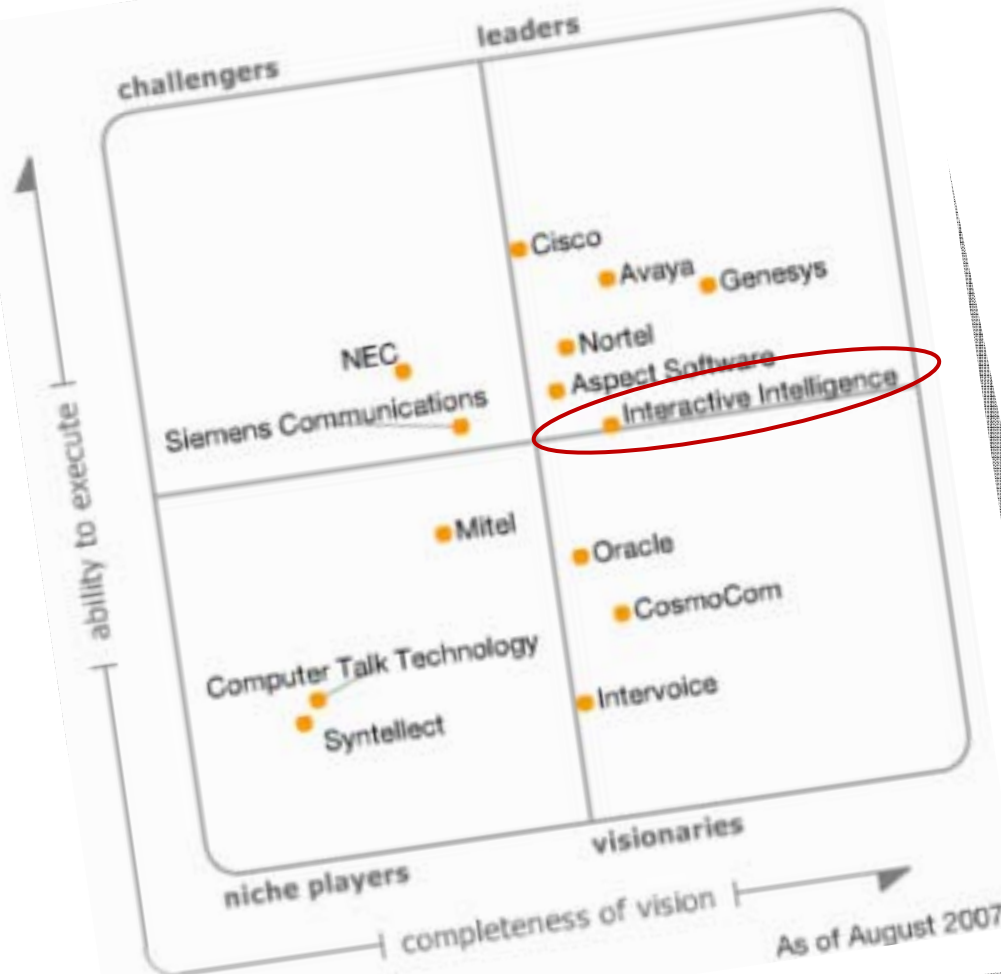
上海电信科技发展有限公司
Shanghai Telecom Science & Technology Development Co., Ltd.

市场地位



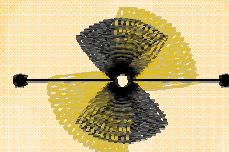
Interactive Intelligence
Deliberately Innovative

Interactive Intelligence positioned in the *Leader's Quadrant* of the Gartner 2007 Contact Center Infrastructure Report



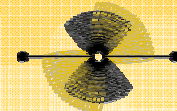
CIC一体化多媒体呼叫中心平台简介

Innovation. Experience. Value.



Interactive Intelligence
Deliberately Innovative

CIC的发展及现状



Interactive Intelligence
Deliberately Innovative

业务应用

?

互动管理

统一通信

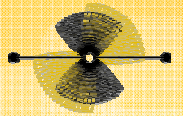
IP Convergence/IP PBX

语音通信

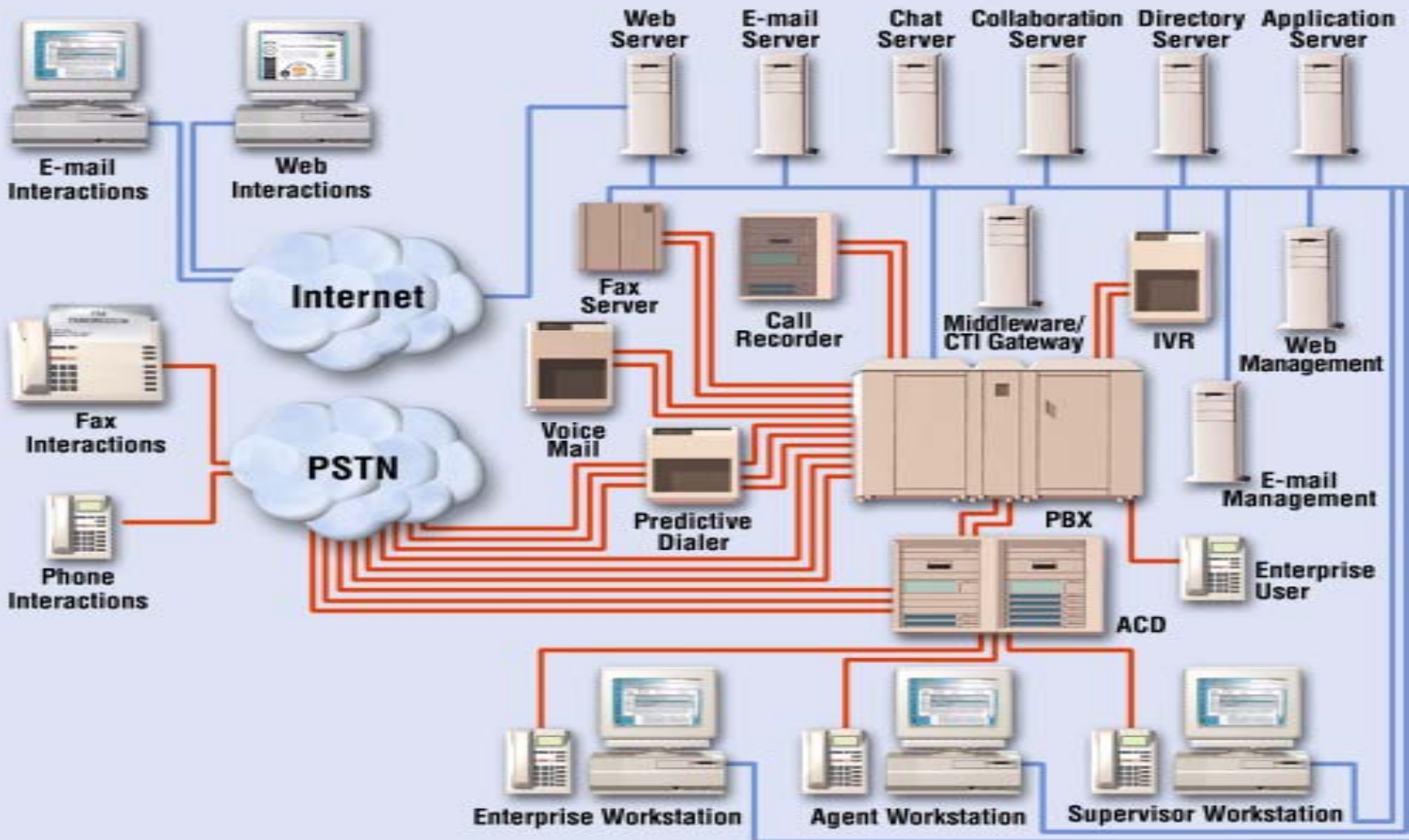


Interactive Intelligence
Deliberately Innovative

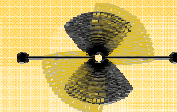
传统基于PBX的呼叫中心解决方案



Interactive Intelligence

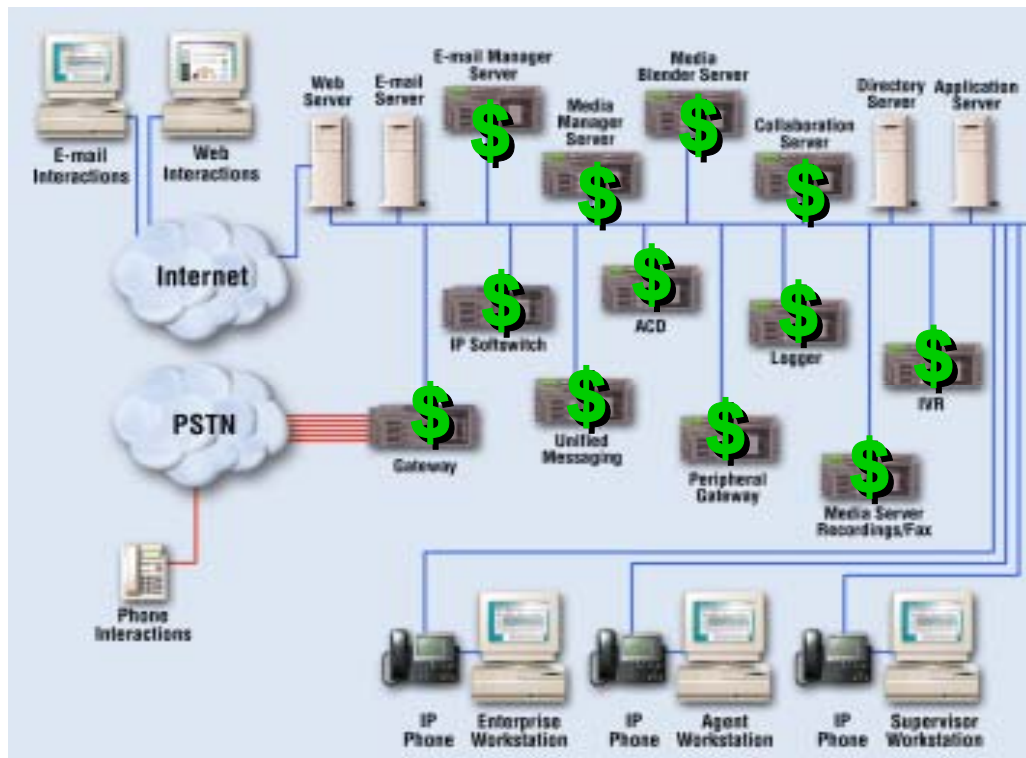


传统技术面临的挑战

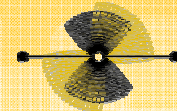


Interactive Intelligence
Deliberately Innovative

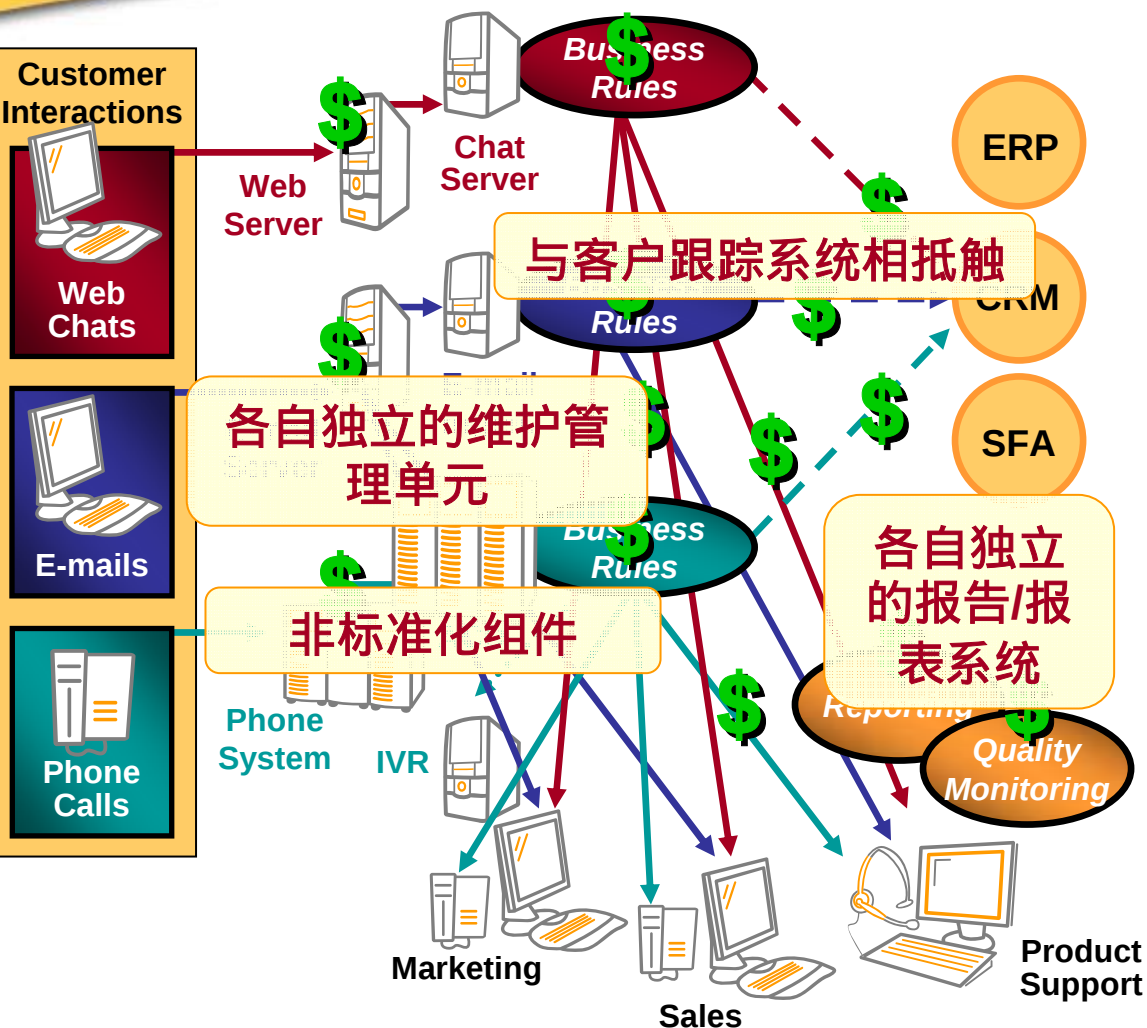
- 复杂的多系统结构
 - 昂贵的硬件设备
 - 有限的灵活性
- 对多通道通信联络管理的困难
 - 无业务流程集成
- 联络中心于企业应用相互孤立
 - 业务流程的不连续性
- 在分散的环境下面临巨大的挑战
 - 极为困难与VoIP融合



传统的“竖井”式方式

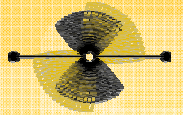


Interactive Intelligence
Deliberately Innovative



- 多重挑战
 - 复杂性
 - 可维护性
 - 可适应性
 - 费用
- 在下述几个方面有限的可扩展性
 - Call centers
 - Contact centers
 - 客户应用

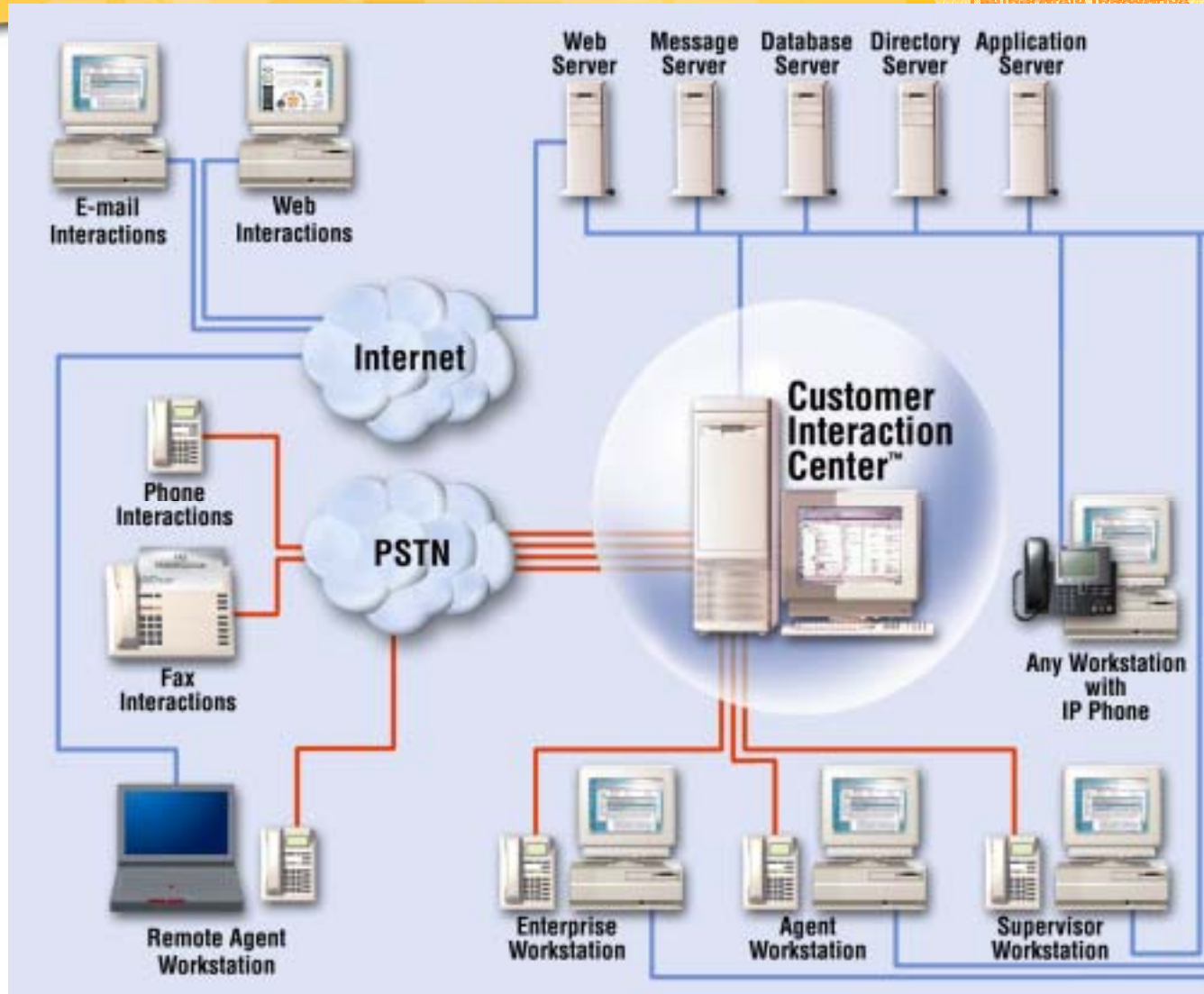
CIC一体化解决方案



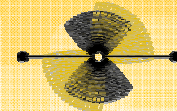
Interactive Intelligence
Call Center Solutions

PBX
ACD
IVR
Fax server
Middleware
Voice mail
Call recorder
Dialer

ONE
software
platform

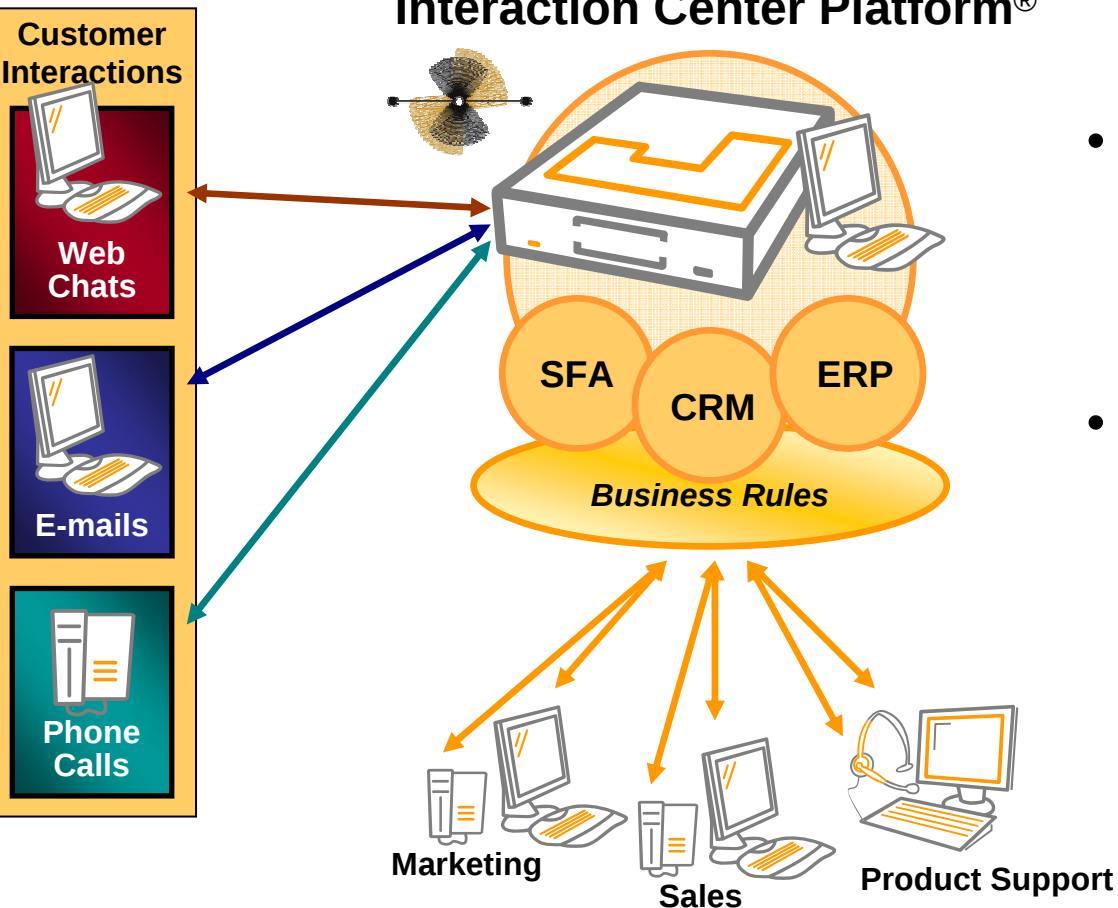


智能互动... 独一无二的方式



Interactive Intelligence
Deliberately Innovative

Interaction Center Platform®



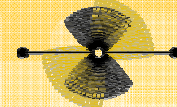
- 多通道互动

- 所有的联络方式均相对经济
- 统一的维护管理单元
- 对多媒体队列的统一监控

- 单一的集成平台

- 降低其复杂性
- 模块化和可扩展性
- 与第三方应用的预集成

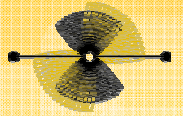
CIC是什么？



Interactive Intelligence
Deliberately Innovative

- 面向企业和呼叫中心的综合呼叫管理解决方案
- 运行于众多主流的基于英特尔处理器的服务器上的软件产品

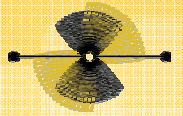
CIC 2.4 – 丰富的功能



Interactive Intelligence
Deliberately Innovative

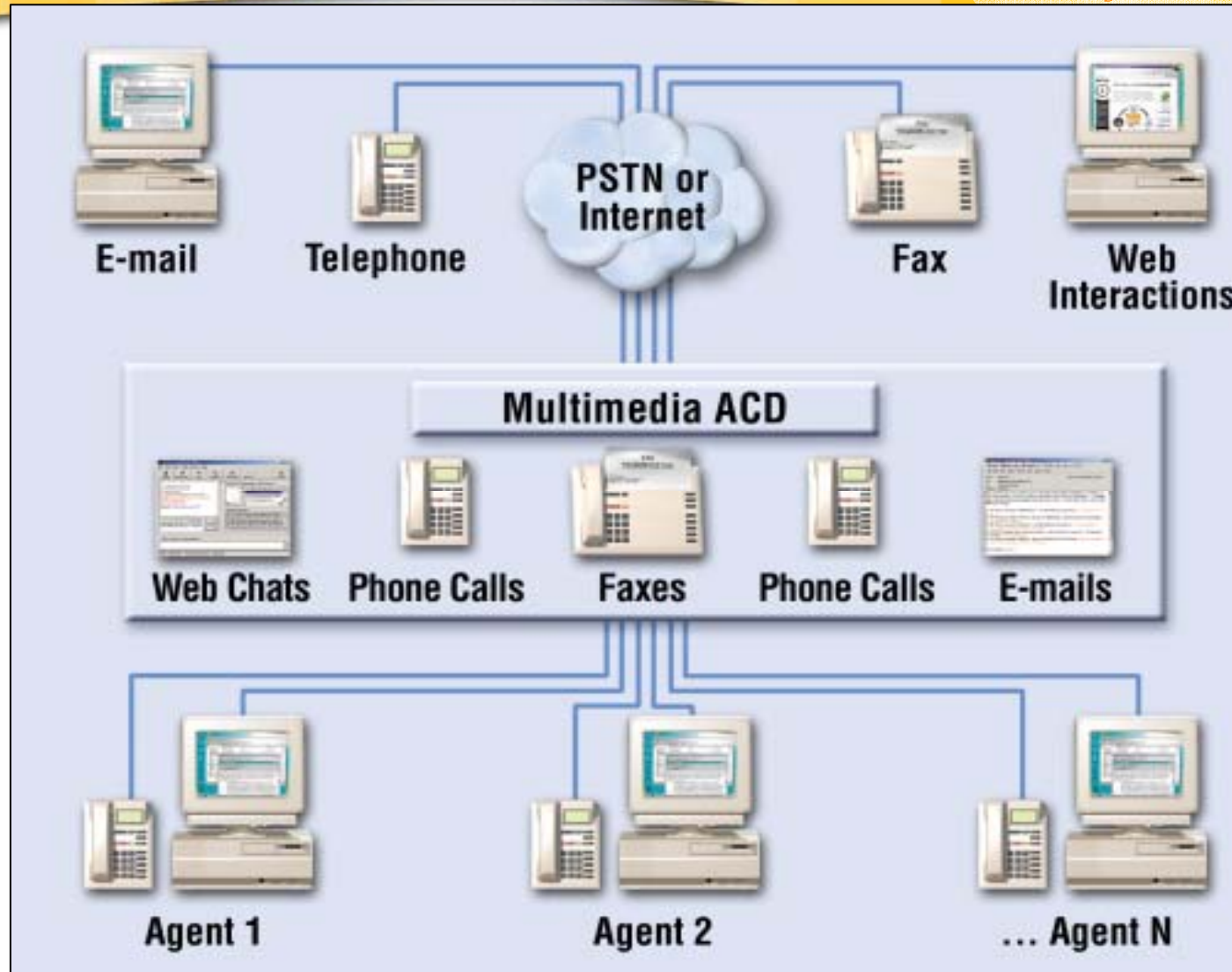
- ACD
- Multimedia queuing
- Skills-based routing
- PBX/ IP PBX
- IVR
 - Intelligent speech recognition
- Voice mail / unified messaging
 - *Interaction Mobile Office*
- Fax server
 - Desktop faxing
- Web service
- Client software phone
 - Client integrations for the Microsoft environment
 - “Thin” Client strategy
- Screen pop
 - CRM integrations
- Recording
 - Calls
 - Web chats
- Presence management
- Reporting
- Supervision
 - Real-time continuous monitoring
 - Join and Coach features

多媒体队列

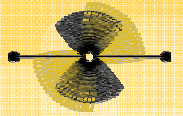


Interactive Intelligence
Deliberately Innovative

- Use one pre-integrated system to manage phone, fax, e-mail and web contacts
- Share agent skills across multiple contact points



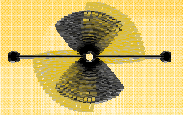
CIC 2.4 – 丰富的功能



Interactive Intelligence
Deliberately Innovative

- ACD
- Multimedia queuing
- Skills-based routing
- PBX/ IP PBX
- IVR
 - Intelligent speech recognition
- Voice mail / unified messaging
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 - Desktop faxing
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 - Web chats
- Presence management
- Reporting
- Supervision
 - Real-time continuous monitoring
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.Net 和 Outlook 软终端



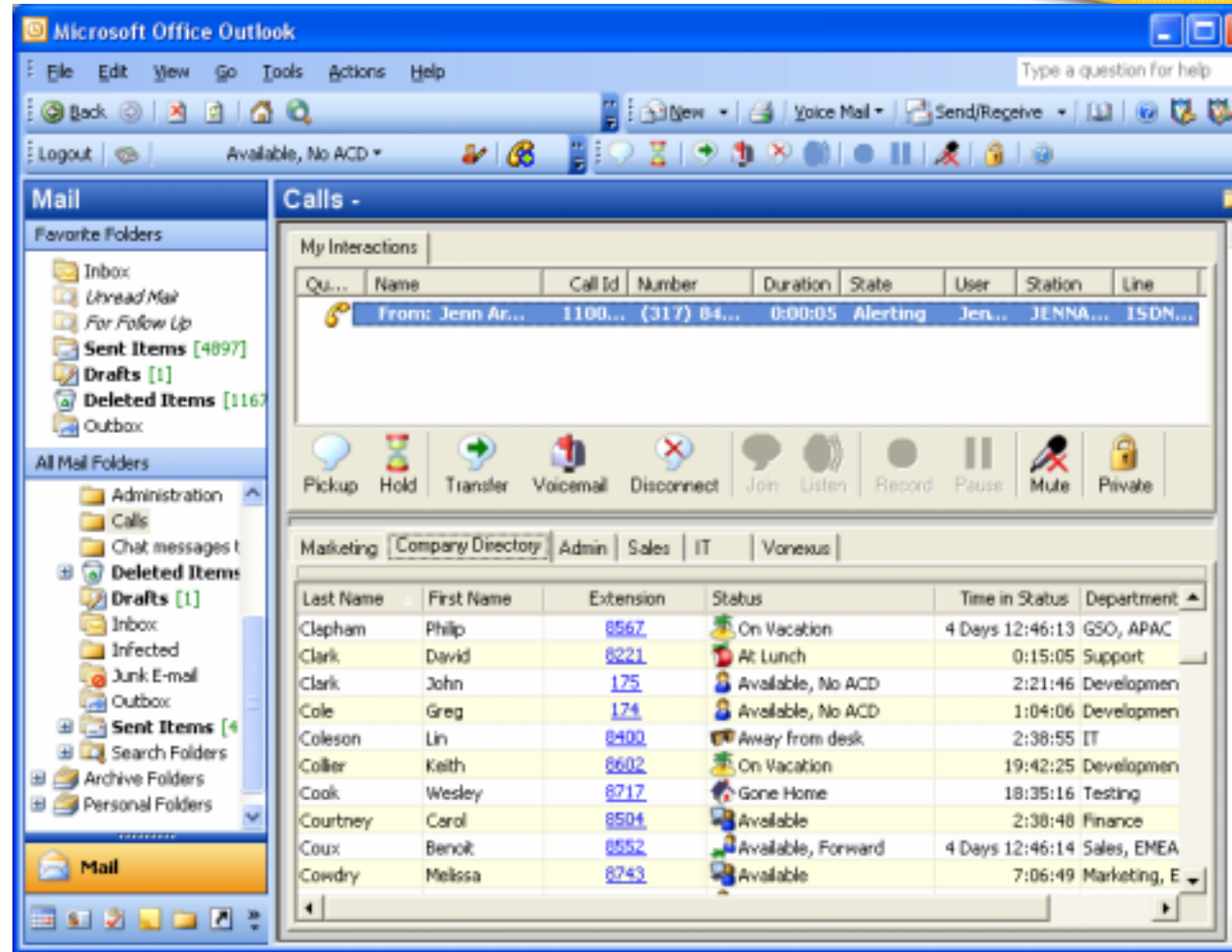
Interactive Intelligence
Deliberately Innovative

Microsoft Outlook® Client

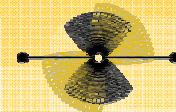
- Business user productivity gains
- .NET aware
- Zero maintenance initiative

Other Client options

- Microsoft Business Solutions–Great Plains®
- Microsoft CRM
- Microsoft Live Communications Server



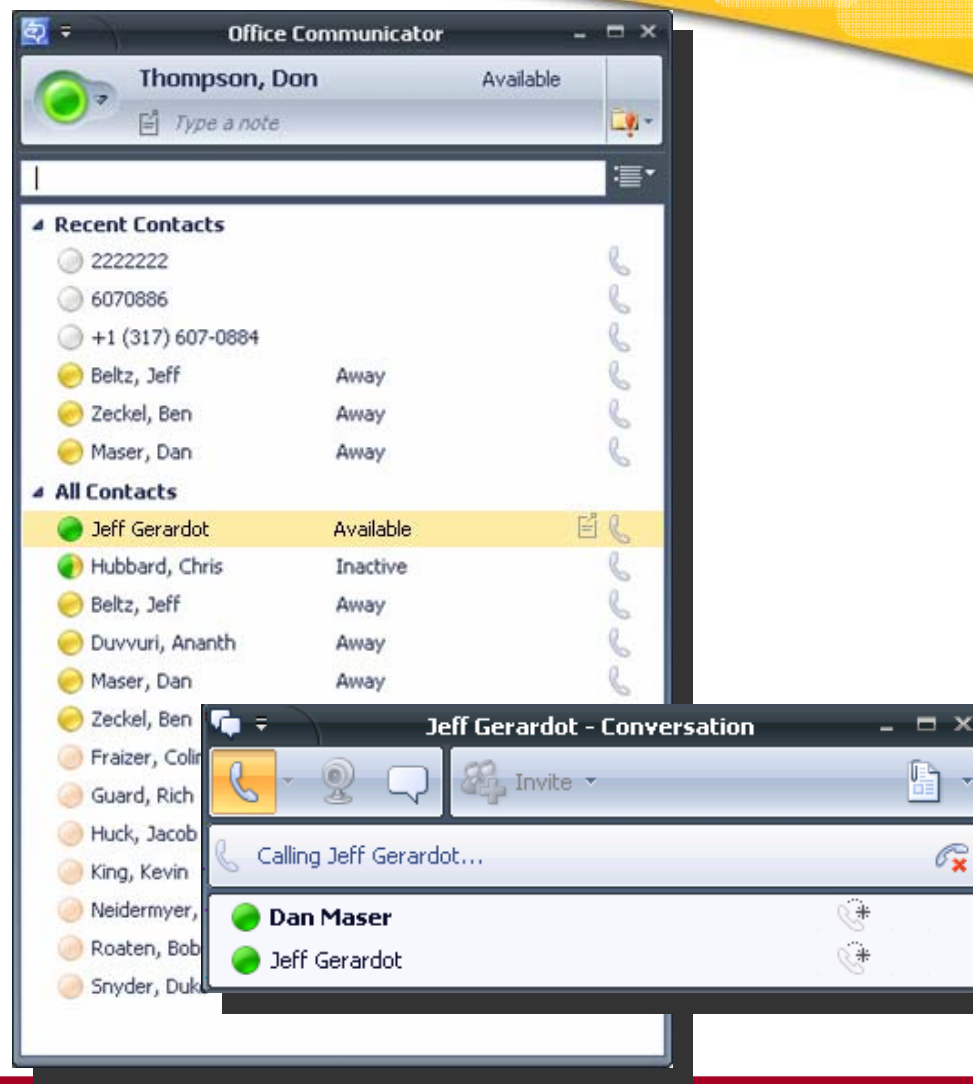
Interaction Client®, LCS/OCS Edition



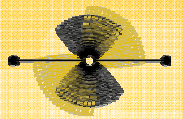
Interactive Intelligence
Deliberately Innovative

Integration to Microsoft Live
Communications Server
(LCS)/Office Communications
Server (OCS)

- Call control
- Synchronized presence
- Instant Messaging



Interaction Client[®], Web Edition



Interactive Intelligence
Delivering the Intelligence

Interaction Client - Mozilla Firefox

http://localhost/WebClient/WebClientPage.aspx

Make Call

My Interactions

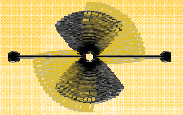
- From WISC Weather Phone at (317) 222-2222 (000006) - Disconnected [Local Hang Up] 2181193639
- From WISC Weather Phone at (317) 222-2222 (000004) - Disconnected [Local Hang Up] 2181193641
- From WISC Weather Phone at (317) 222-2222 (000020) - Connected 2181193643

My Status: Working At Home 17:36:33 Get status details

Last Name	First Name	Department	Extension	City	Address	Status
Boott	Keith	Strategic Consulting	8868		Remote	Gone Home
Bo	Matthew	Technical Sales	8207	Indy - HQ		Available, Forward
Boone	Trace	Sales	8628	Indy - HQ		At a Training Session
Boone	Joe	Marketing	122	Indy - HQ		Available, Follow-Me
Boone	Chris	Sales	8645	Indy - HQ		Available, No ACD
Boone	Paula	Support	8638	Remote		Available, Follow-Me
Boone	Shahzad	Support, BHEA	8481	Paris		Available, Forward
Boone	Thomas	Testing	8763	Indy - HQ		At Lunch
Boone	Evans	PSO/Support, BHEA	8772	London		Available, Forward
Boone	Matt	Finance	8218	Indy - HQ		Available, No ACD
Boone	Iran	Support, BHEA	8472			Available, No ACD
Boone	Tad	Sales	8333	Indy - HQ		At a Training Session
Boone	Chris	Sales	8633	St. Louis		Available, Forward
Boone	Jeremiah	Facilities and Office Operations	8632	Indy - HQ		Available
Boone	Kendra	Support	8438	Indy - HQ		On a Conference Call
Boone	Matt	Sales	8068	St. Louis		Available, Follow-Me
Boone	Anne	Finance	8208	Indy - HQ		Available, No ACD
Boone	Marty	PSO	8373	Indy - HQ		Available, Follow-Me
Boone	DE	IT	8524			Available, Follow-Me

Page 1 of 21 (326 Items)

Mobile Client



Interactive Intelligence
Deliberately Innovative

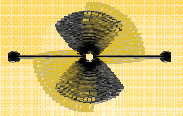


Interaction Client Mobile Edition

Support for Windows Mobile 5 & 6

- Company directory
- Extension Dialing
- Microsoft Pocket Outlook® contact access
- Presence management
- Call control
- Conferencing
- Call recording

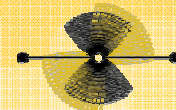
CIC 2.4 – 丰富的功能



Interactive Intelligence
Deliberately Innovative

- ACD
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 - Join and Coach features

Interaction Report Assistant 报表助理



Interactive Intelligence
Deliberately Innovative

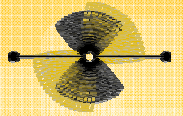
Create custom
reports on the fly

Easy to use
interface
eliminates
requirement for
database
expertise to
create custom
reports

Workgroup Queue Statistics
From 1/21/2007 12:00:00 AM to 1/27/2007 11:59:59 PM

	Marketing			Support			Support, Central		
	Number ACD Entries	Number Answered ACD	Number Flow outs	Number ACD Entries	Number Answered ACD	Number Flow outs	Number ACD Entries	Number Answered ACD	Ab.
Enrol	300	221	0	8			0		
Call	30	37	0	220	236	4	143	60	
Chat	14	17	0	124	60	8	28	2	
CellBack	8	7	0	8			0		

CIC 2.4 – 应用系统



Interactive Intelligence
Deliberately Innovative

Interaction Dialer®

- Outbound/ blended predictive dialing
- High-scale outbound campaigns
- Multi-modal options

Interaction Recorder®

- Complete quality assurance
- Multimedia voice/ screen recording
- Agent scoring for all media types

Interaction Director®

- Intelligent multi-site routing
- Workforce optimization
- SIP-based VoIP network

Interaction Supervisor

- Real-time system/ user monitoring

e-FAQ®

- eServices/ self-service automation
- Knowledge management

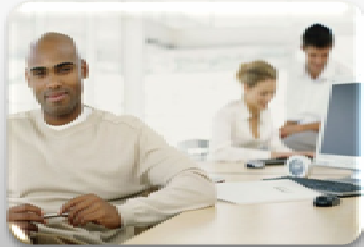
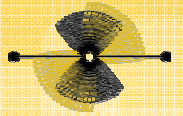
Interaction Tracker

- Continuous quality improvement
- Multimedia interaction tracking

Interaction Optimizer

- Workforce optimization

Speech Recognition Pre-integrate to IVR *plus* CRM, SFA and ERP applications



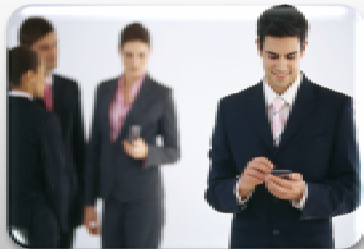
Telephony Features

PBX/IP BPX	Unified Messaging	Presence	Softphone
Multiple Clients	Mobile Office	Security	



Contact Center Features

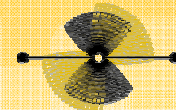
ACD	Multi-media Queuing	CTI/Screen Pop	Quality Monitoring
IVR	Skills-based routing	Recording	Reporting



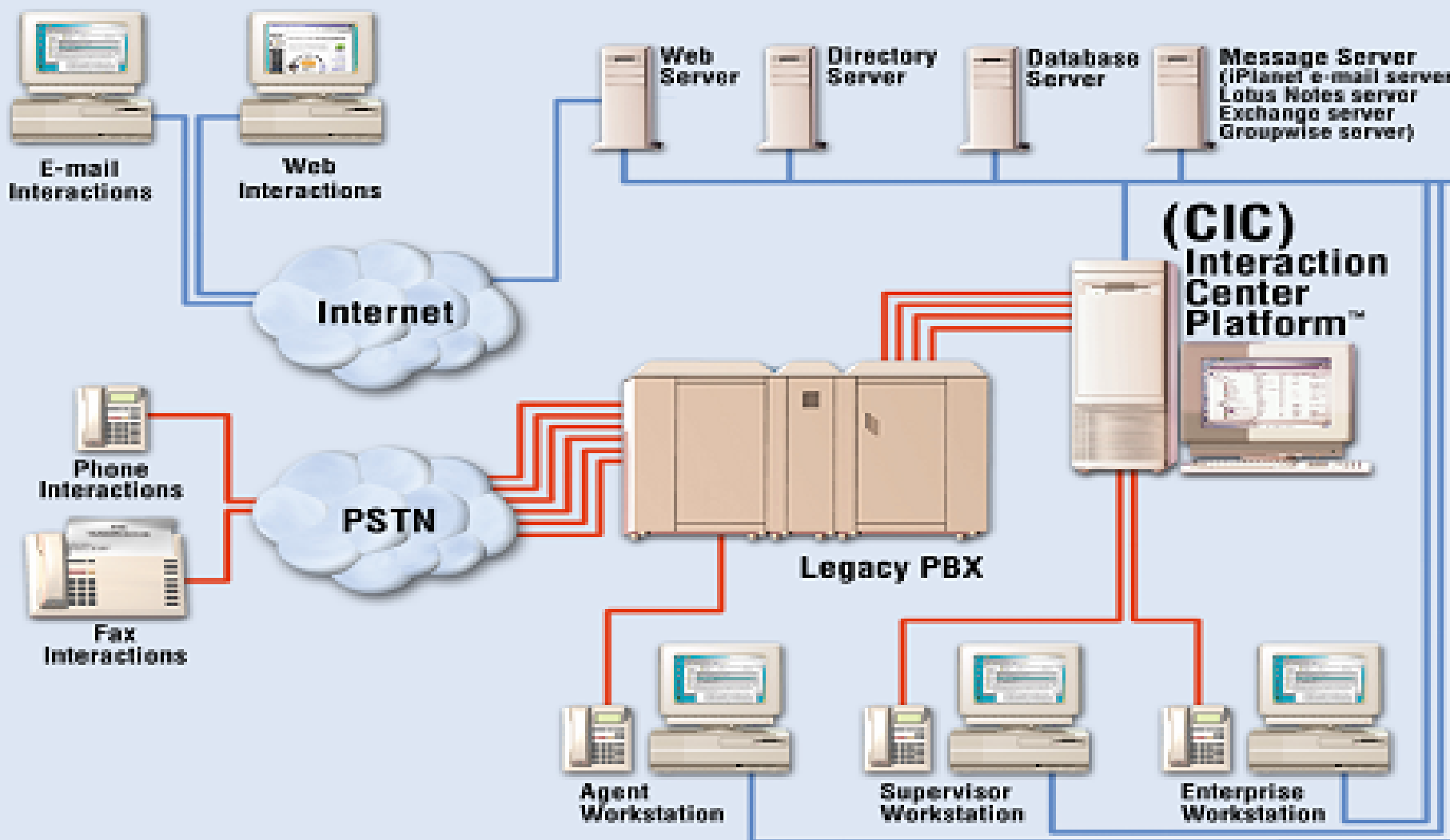
Messaging Features

Voice Mail	Unified Messaging	Fax Server
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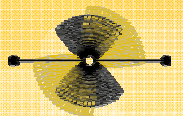
与PBX并行



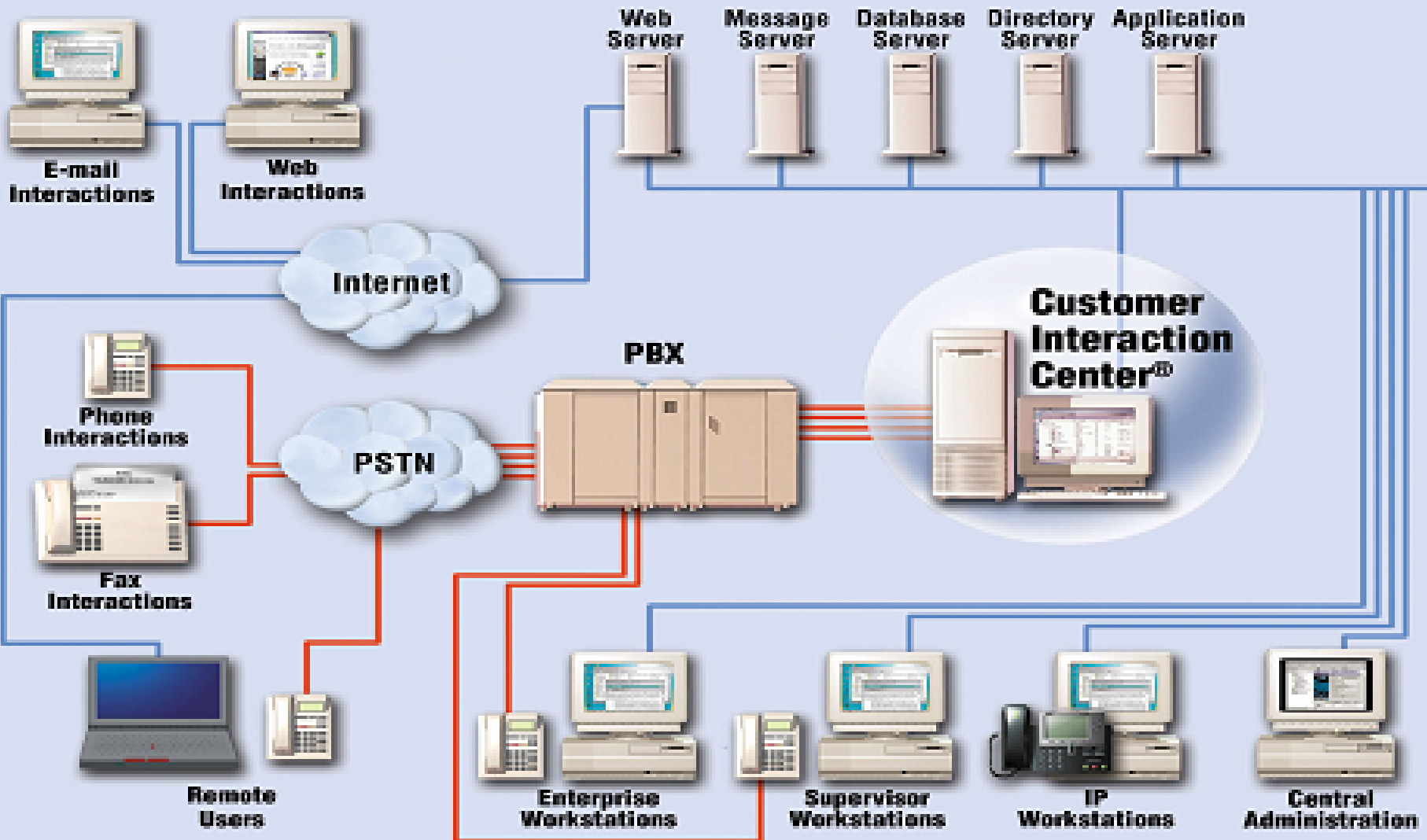
Interactive Intelligence
Deliberately Innovative

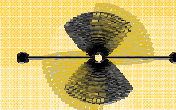


置于PBX之后



Interactive Intelligence
Deliberately Innovative

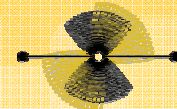




CIC TAPI with Cisco® CallManager



与第三方系统集成



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Switches

3Com, Avaya, Cisco,
Ericsson, Fujitsu, ISDX,
MitelNEC, Nortel, Philips,
ROLM,
Siemens, Tenovis

CRM Apps

SAP, Siebel, Remedy, Onyx,
PeopleSoft, Gold,
Salesforce.com, Epiphany,
Pivotal,
Heat, Goldmine,
Microsoft CRM

Mainframe

Symitar, Passport

Email Servers

Exchange, Notes,
GroupWise, Sun One, etc.

Databases

SQL, Oracle, AS400, DB2,
Informix

Business Apps

MS Dynamics GP
Outlook, OCS,
Exchange UM, PeopleSoft

Web Servers

IIS, Apache, WebSphere,

Gateways

AudioCodes, Cisco, Dialogic,
VegaStream

SIP Phones

Polycom, Cisco, Hitachi
Wireless, Aastra, Philips
DECT Phone

SIP Carriers

Straightshot, Bandwidth.com,
Cbeyond, Level 3, Global
Crossing

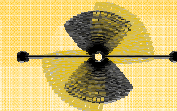
ASR Engines

Nuance, Loquendo

TTS Engines

Nuance, Loquendo,
Microsoft

标准化结构



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SIP

ODBC

XML

VoiceXML

3270/5250
Screen
Emulation

TCP/IP
Sockets

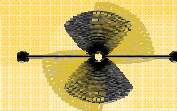
TAPI

Q.SIG

SRTP/TLS

...and many
others

CIC的特点



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安装开通简单

扩容简单

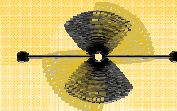
升级简单

维护管理简单

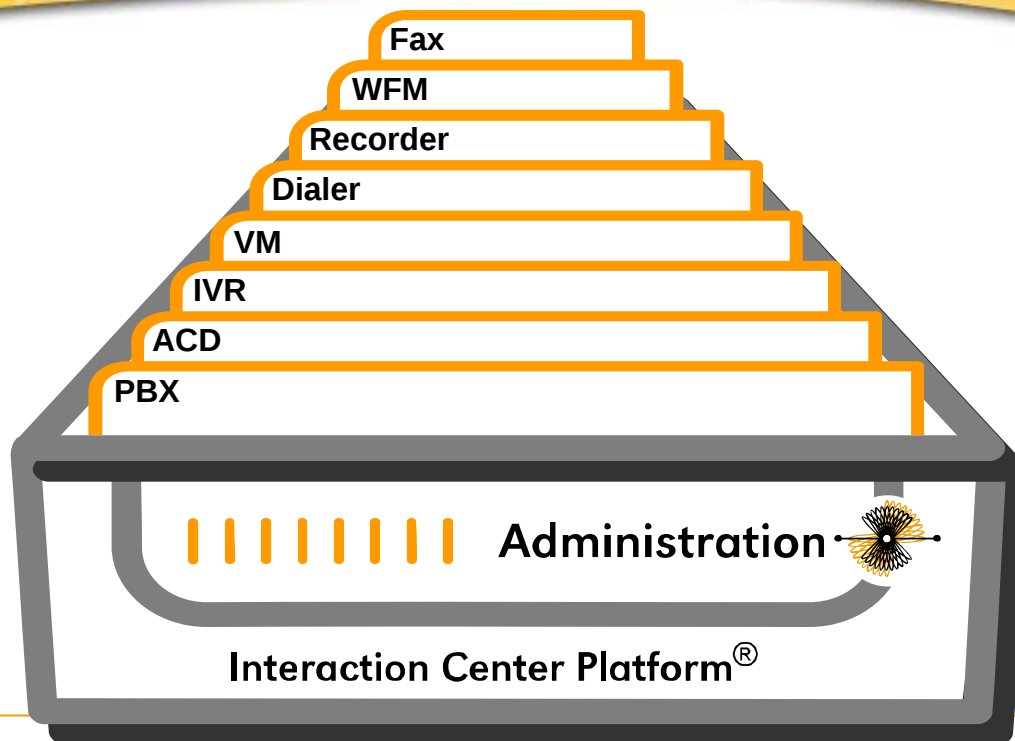
客户化简单

集成简单

一体化智能平台



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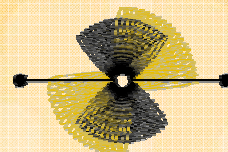
我们提供：

开放的，
基于软体的
具有丰富功能的
综合通信解决方案

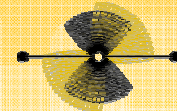
一体化智能平台

企业通信发展展望

Innovation. Experience. Value.



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业务应用

流程自动化

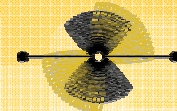
互动管理

统一通信

IP Convergence/IP PBX

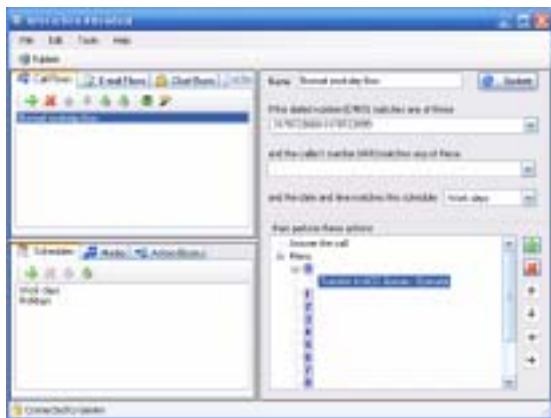
语音通信

目标

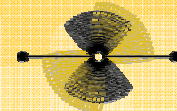


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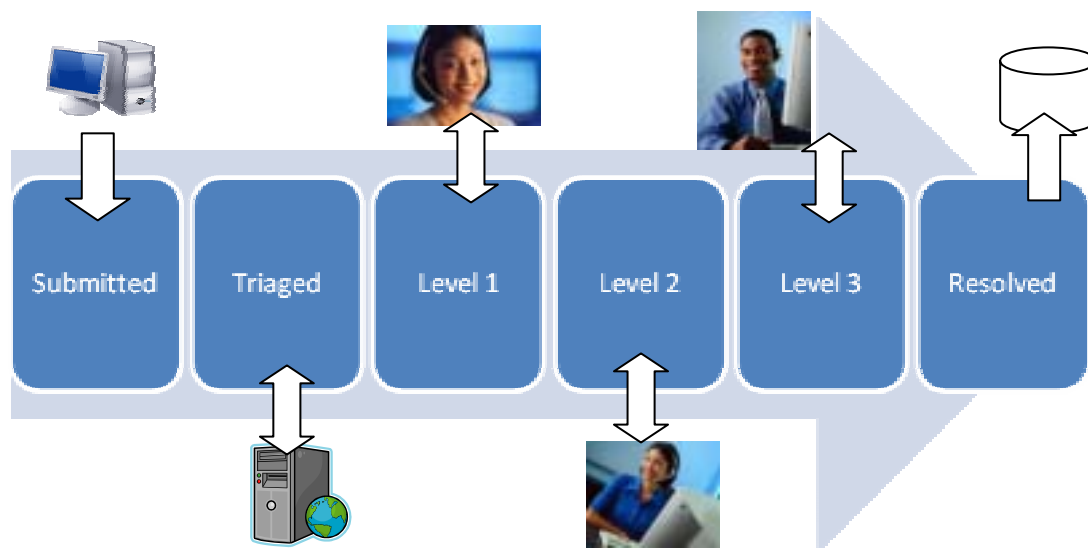
- 企业不仅可以创建call flows, e-mail flows和 text chat flows , 也可以创建work flows
- 流程自动化与通信系统相融合
- 将通信系统转变为可以广泛应用的业务自动化工具

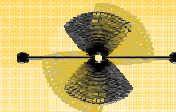


workflow



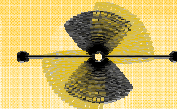
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实时路由及监控	实时统计和历史报表	流程改善
• 将任务分配给合适的员工 • 在任务执行过程中，有选择的纪录部分或所有的执行过程 • 动态监控和指导员工如何最好的完成任务	• 多少任务处于等待状态？ • 有谁被分配了任务？ • 有多少任务已被处理？ • 完成一项任务的平均时间？ • 需要多长时间才能完成所有的任务？	• 发现问题并改进流程 • 降低整体完成任务所需的时间 • 提高整体的工作效率 • 使用Interaction Optimizer 来有效的安排工作并预测所需员工的数量

业务用户



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Interaction Client: .NET Edition

File Edit View Options Help

Number Make Call

My Interactions **Work Items**

Work Item	State	Date Due	Priority	Description
Approve 10-K	Awaiting Approval	Immediate	High	Approve attached 10-K that must be sent to the SEC tomorrow
Time-off Request	Pending	April 30, 2007	Medium	Vacation request from Jeff Gerardot for June 6-13
Score Recording	Awaiting Score	May 15, 2007	Low	Score recording from the Marketing queue

☒ Approve ☒ Reject

My Status Available, No ACD 2:17:42 [Set status details](#)

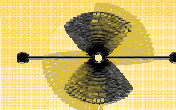
Company Directory Development Marketing **All Partner Contacts**

On	Last Name	First Name	Extension	Department	Status	Logged In
	Abbott	Keith	8287	Strategic Consultin	Available, Forward	✗
	Able	Matthew	8233	Technical Sales	Available	✓ matthewasip
	Adams	Chris	8645	Sales	Available, Follow-Me	✗
☎	Adams	Joe	122	Marketing	Available, No ACD	✓ JOEAPC
	Agudelo	Pablo	8539	Support	Available	✓ pabloagudelosip2
	Ahmad	Shahzad	8481	Support, EMEA	Available, No ACD	✓ IC Server:UKCIC
	Ahmad	Sultan	8505	Support	At a Training Session	✓ SultanAhmadSIP
	Aigner	Thomas	8763	Testing	Available, No ACD	✓ IC Server:Hydra
Δker	Evren		8772	PSD/Support, EM	Available, Forward	✗

Dial Business Mobile Business Camp Chat Transfer Properties

Gemini DONBPC [Report A Problem](#)

销售



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Interaction Client: .NET Edition

File Edit View Options Help

Number Make Call

My Interactions [My Work Items](#)

Type	State	Description	Created
Sales Lead	Collect	Enter lead details	Today, 4:50PM
Sales Lead	Collect	Bob Jones @ Interactive Intelligence, Inc	Today, 3:20PM
Time-off Request	Getting approval	02/20/08 through 02/21/08	Mon, Jan 15, 10:30 AM

Pickup New Lead Time-off

My Status Available 7:16:36

Company Directory Outlook Private Contacts

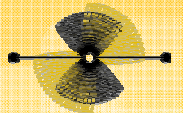
Last Name	First Name	Extension	Department
Able	Matthew	8233	Technical Sales
Adams	Chris	8645	Sales
Adams	Joe	122	Marketing

Viewing contacts 1 to 25 of 574 [Previous](#) [Next](#)

Dial Business Mobile Business Camp Transfer Properties

Devic1

IT项目经理



Interactive Intelligence

Interaction Attendant

File Edit View Go Tools Actions Options Help

New Workflow New Action Block

Workspace

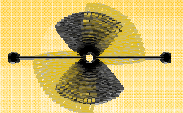
- Attendant Workspace
- Supervisor
- Workflow
 - My Workflows
 - My Data Types
 - My Action Blocks
 - My Scripts

Supervisor

Monitor Running Workflows

	Workflow	Version	Start Time	End Time	Duration	Current State	Last Handled By
+	Bug Report	1.1	Today 13:50	...	00:30	Create Bug Report	System
+	Sales Lead	4.2	Today 08:10	...	05:45	Resolve Lead	System
+	Sales Lead	3.9	Yesterday 17:00	...	23:02	Processing	J. Orange

Connection: Up



Interaction Attendant

File Edit View Go Tools Actions Options Help

New Workflow New Action Block

Workspace

- Attendant Workspace
- Supervisor**
- Workflow
 - My Workflows
 - My Data Types
 - My Action Blocks
 - My Scripts

Supervisor

● Monitor Running Workflows

	Workflow	Version	Start Time	End Time	Duration	Current State	Last Handled By
●	Bug Report	1.1	Today 13:50	...	00:30	Create Bug Report	System
●	Sales Lead	4.2	Today 08:10	...	05:45	Resolve Lead	System
●	Sales Lead	3.9	Yesterday 17:00	...	23:02	Processing	J. Orange

	State	Duration	Last Handled By	Summary
●	Collect Information	01:02	System	Complete
●	Processing	22:00	J. Orange	In Progress

	Action	Duration	Last Handled By
●	Update Screen	22:00	J. Orange

Connection: Up

Interactive Intelligence Inc.®

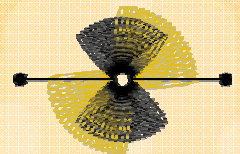
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Email: zaiwang.zhang@inin.com

www.inin.com

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