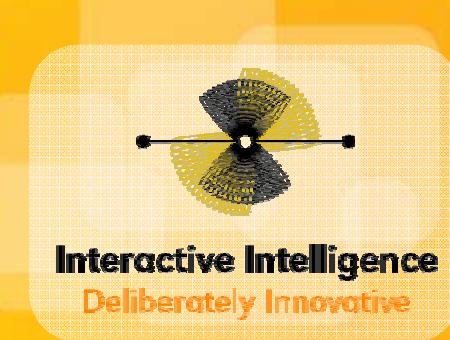
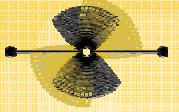


美国艾斯瑞通信系统公司
中国区首席代表 张在望

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

- 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

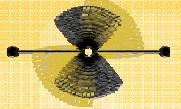
Interactive Intelligence Inc.[®]

艾斯瑞通信系统公司简介

Innovation. Experience. Value.



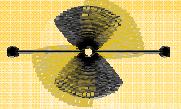
公司简介



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

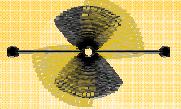


The Contact Center



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

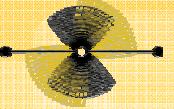
提供：

- 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。



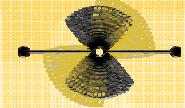
Abercrombie & Fitch



INDIANA UNIVERSITY



中国地区部分客户



Interactive Intelligence
Deliberately Innovative

SONY



SANYO

SHARP



中国通信服务
CHINA COMSERVICE



上海电信科技发展有限公司

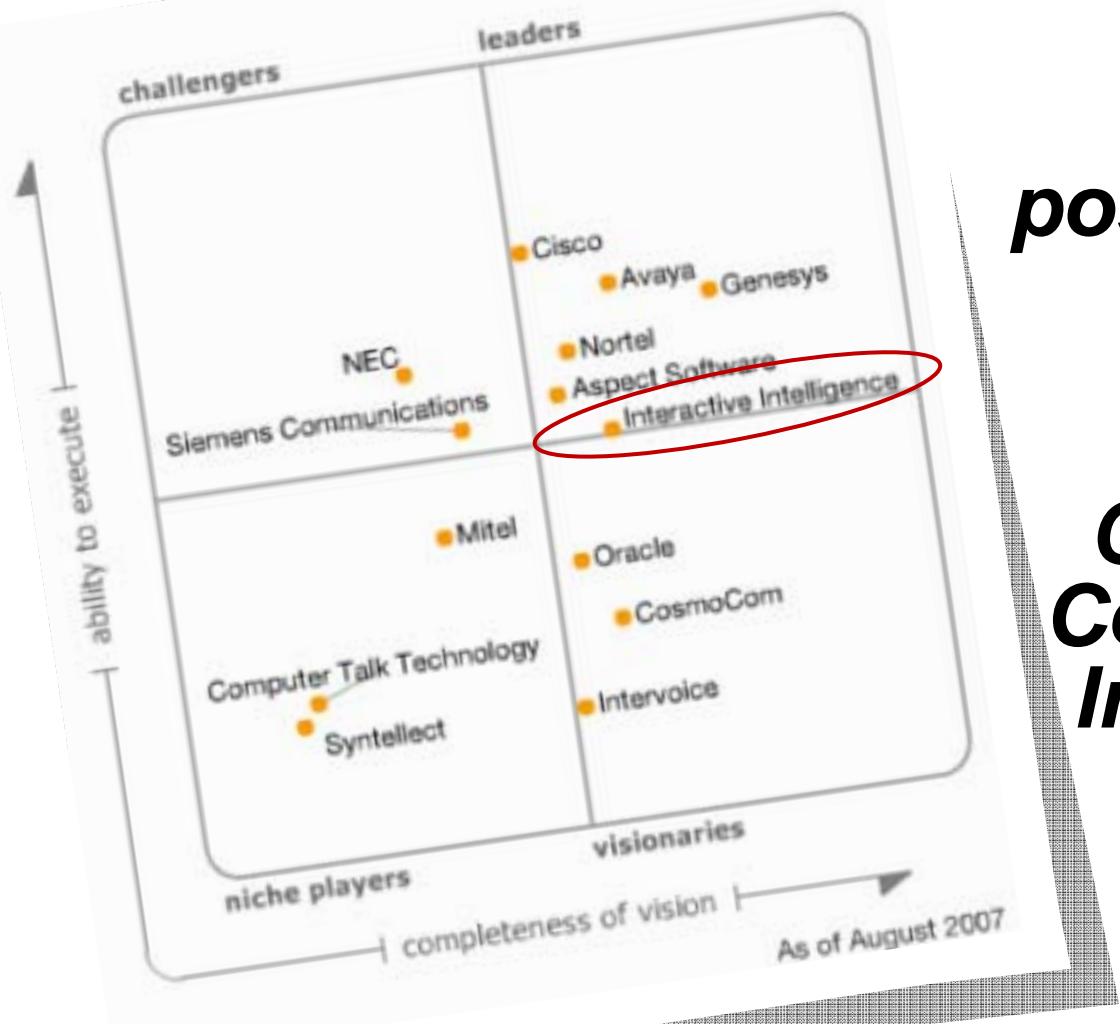
Shanghai Telecom Science & Technology Development Co.,Ltd.



Interactive Intelligence
Deliberately Innovative

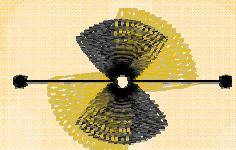
Interactive Intelligence positioned in the Leader's Quadrant of the Gartner 2007 Contact Center Infrastructure Report

市场地位

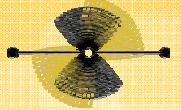


CIC一体化多媒体呼叫中心平台简介

Innovation. Experience. Value.



Interactive Intelligence
Deliberately Innovative



业务应用

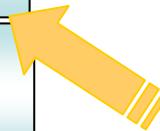
?

互动管理

统一通信

IP Convergence/IP PBX

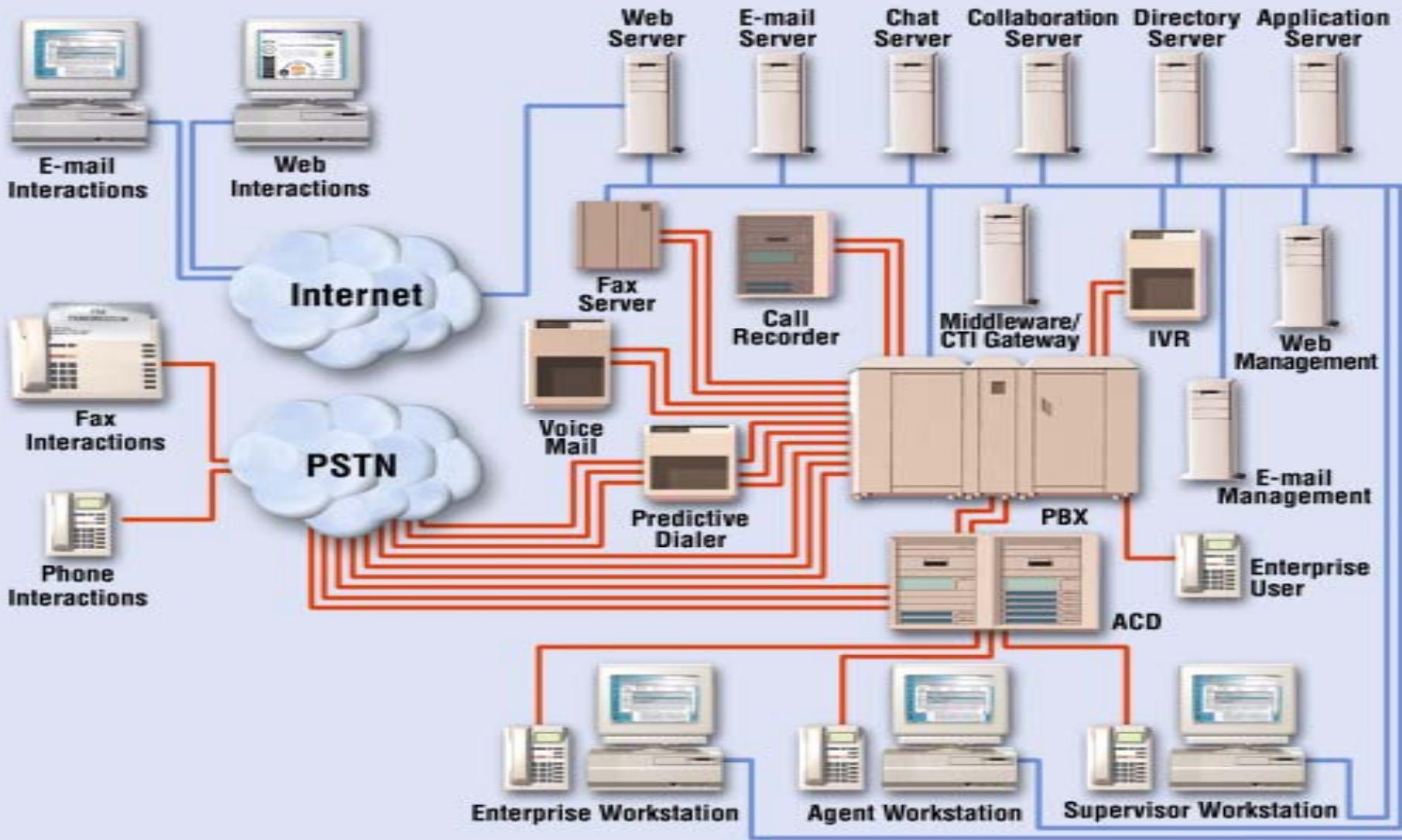
语音通信

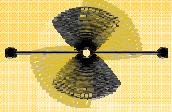




Interactive Intelligence

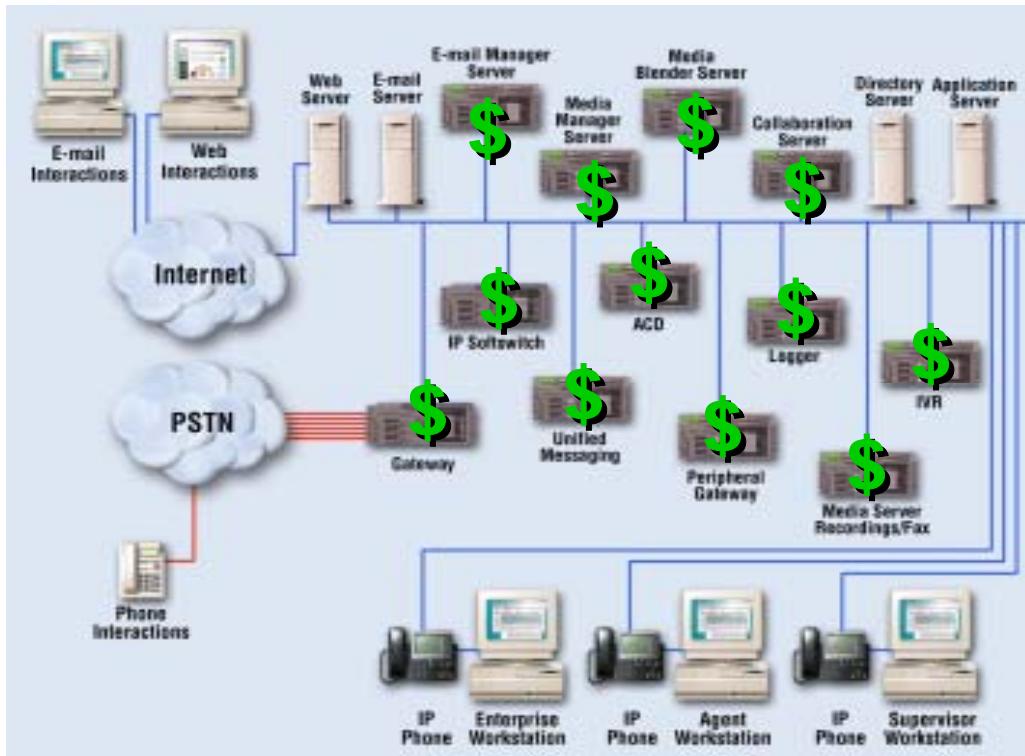
传统基于PBX的呼叫中心解决方案





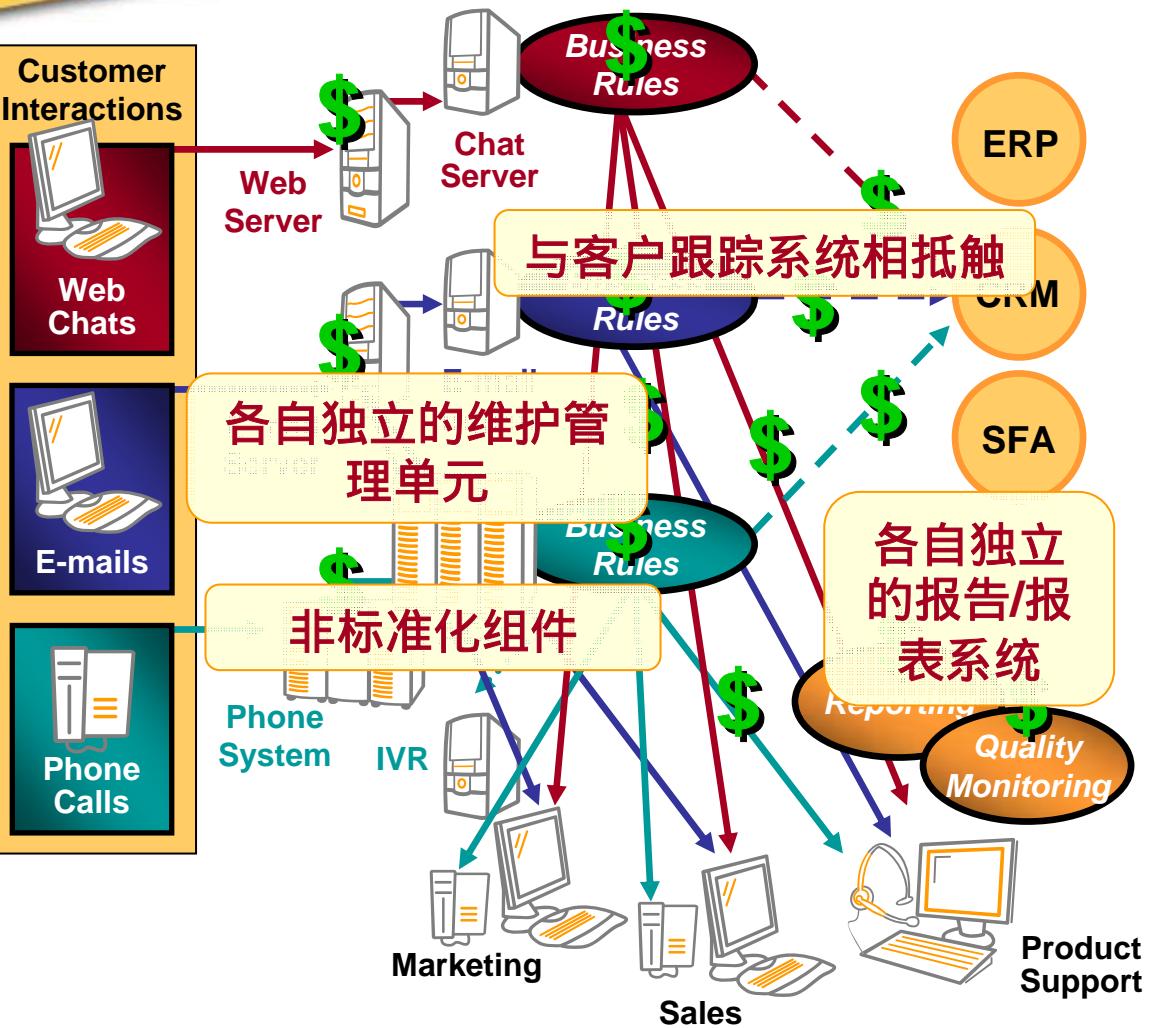
传统技术面临的挑战

- 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



- 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

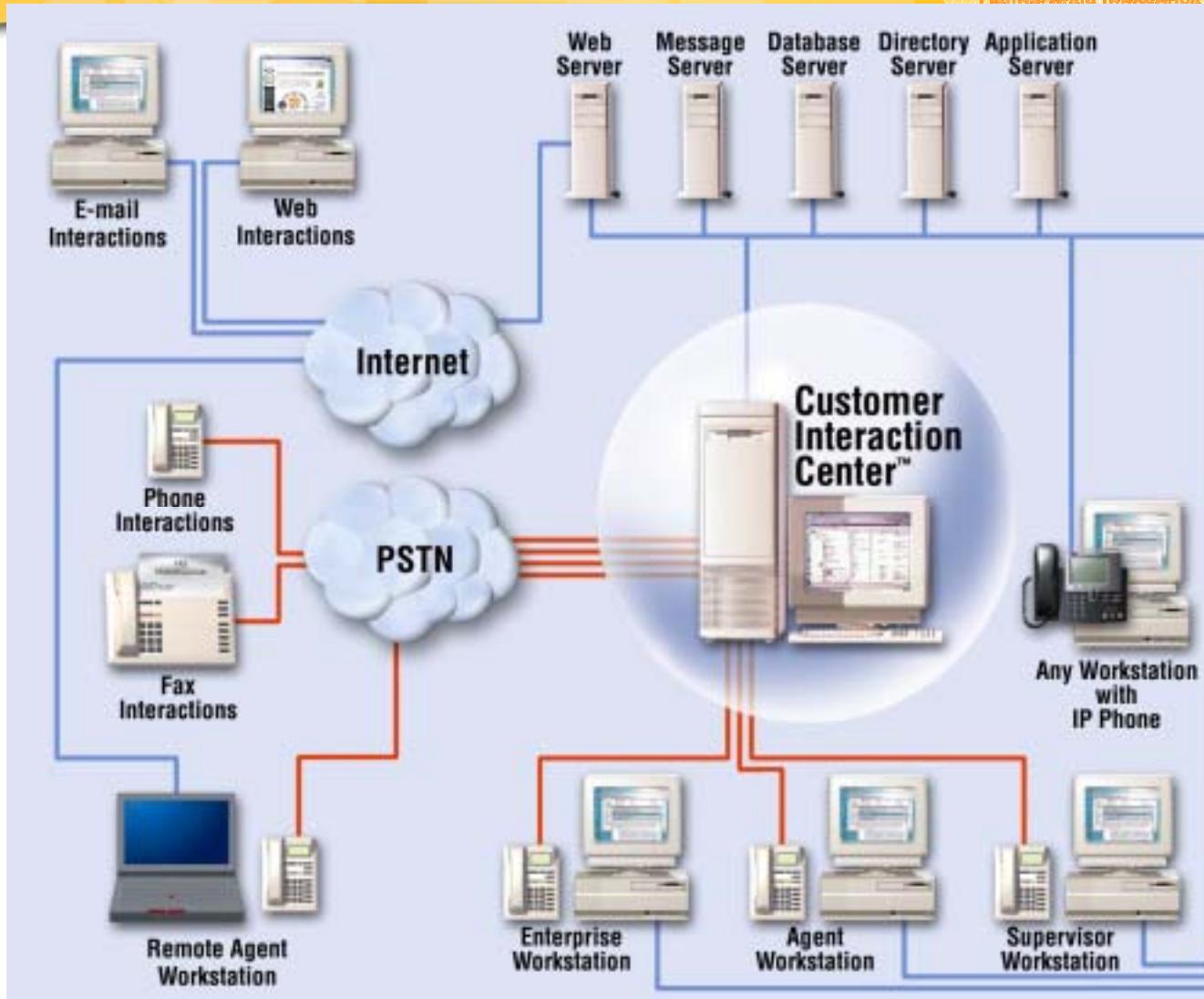


Interactive Intelligence
Real-Time Data Integration

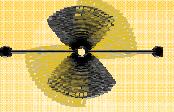
CIC一体化解决方案

PBX
ACD
IVR
Fax server
Middleware
Voice mail
Call recorder
Dialer

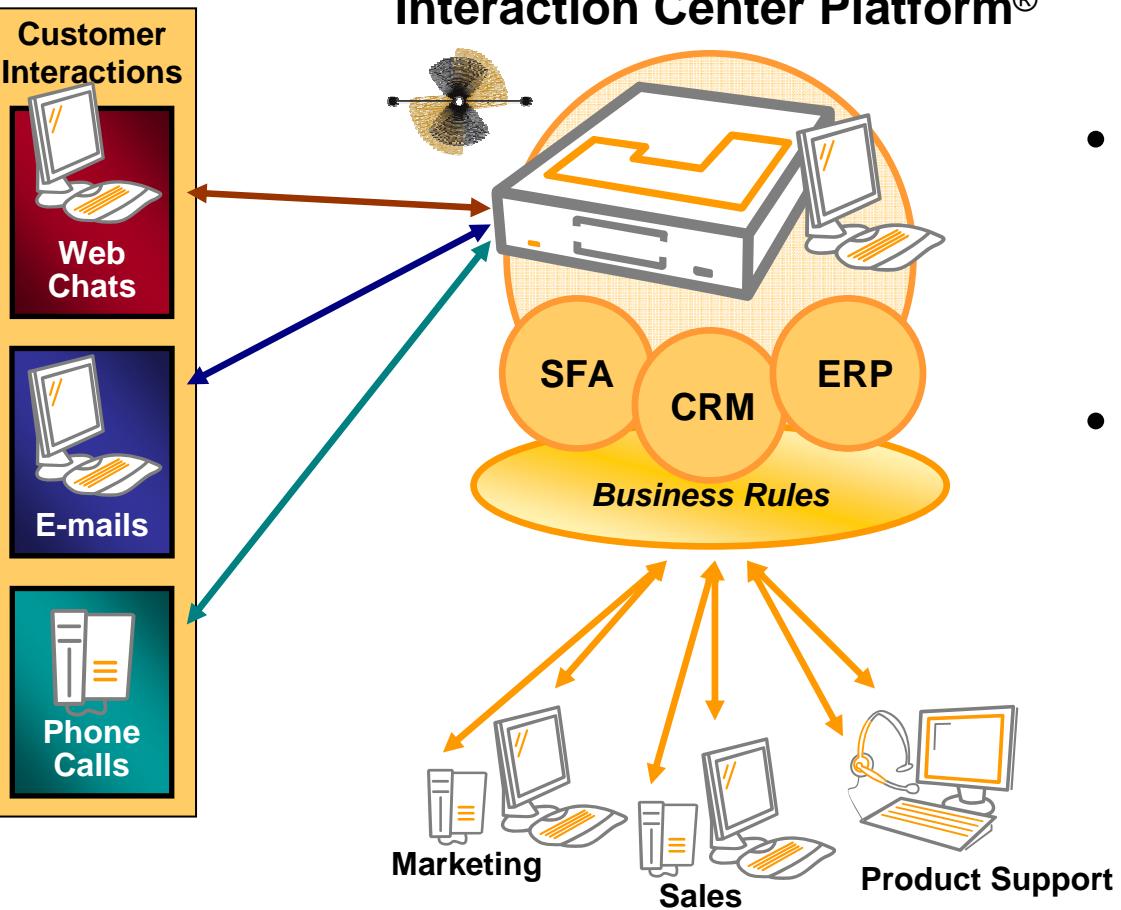
ONE
software
platform



智能互动... 独一无二的方式



Interactive Intelligence
Deliberately Innovative



- 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



Interactive Intelligence
Deliberately Innovative

CIC是什么？

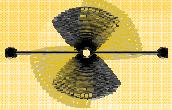
- 面向企业和呼叫中心的综合呼叫管理解决方案
- 运行于众多主流的基于英特尔处理器的服务器上的软件产品

CIC 2.4 – 丰富的功能



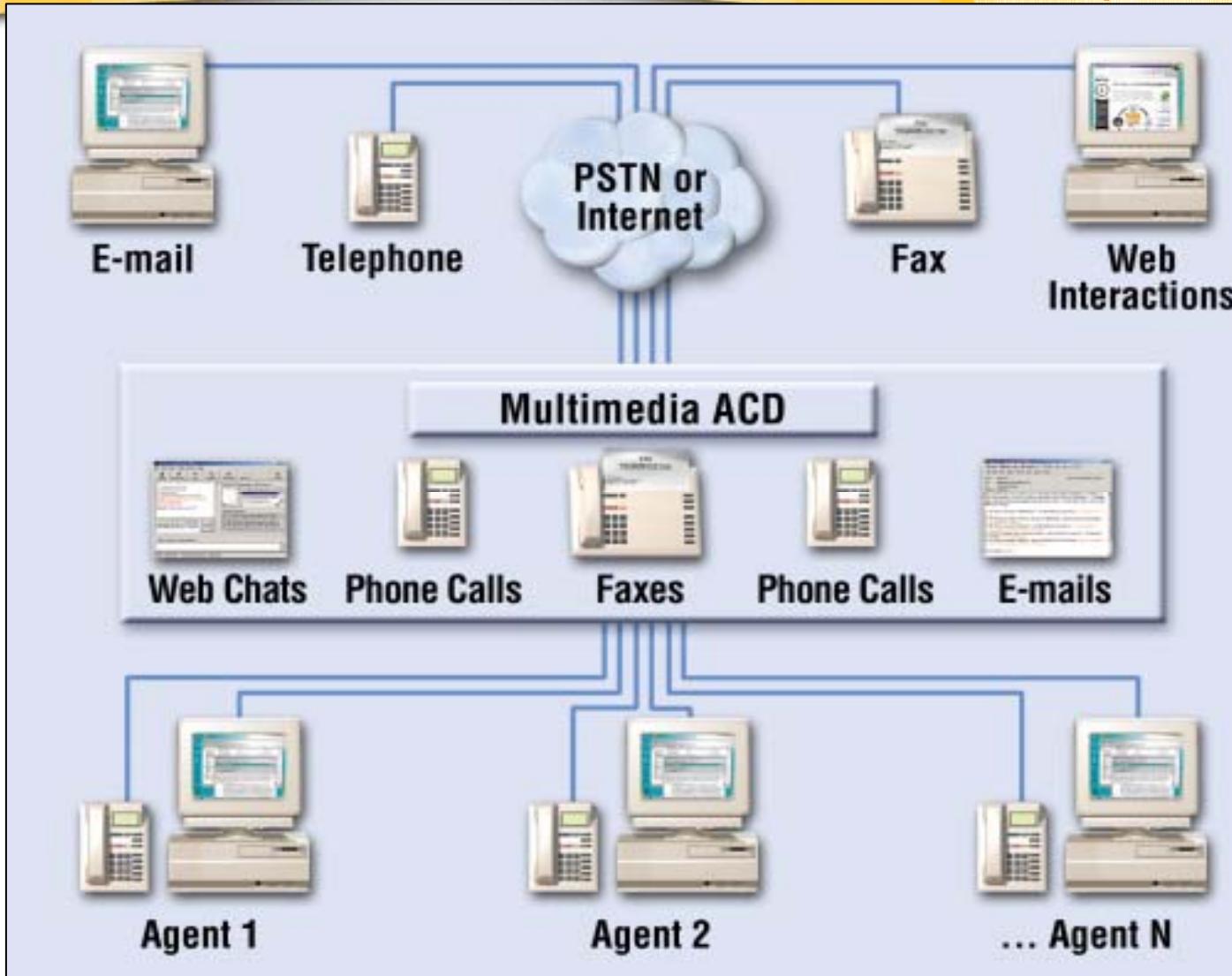
Interactive Intelligence
Deliberately Innovative

- 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

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



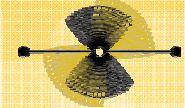
CIC 2.4 – 丰富的功能



Interactive Intelligence
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 - Join and Coach features

.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

The screenshot displays the Microsoft Office Outlook application window. The left pane shows the 'Mail' ribbon tab selected, with the 'All Mail Folders' section expanded, displaying various email categories like Inbox, Sent Items, and Deleted Items. The right pane shows the 'Calls' ribbon tab selected, with a 'My Interactions' grid displaying a call log entry for 'From: Jenn Ar...'. Below the grid is a toolbar with icons for Pickup, Hold, Transfer, Voicemail, Disconnect, Join, Listen, Record, Pause, Mute, and Private. At the bottom, there is a 'Marketing' tab selected in a navigation bar, followed by Company Directory, Admin, Sales, IT, and Vortexus tabs. A large table below lists employee status information.

Last Name	First Name	Extension	Status	Time in Status	Department
Clepham	Philip	8567	On Vacation	4 Days 12:46:13	GSO, APAC
Clark	David	8221	At Lunch	0:15:05	Support
Clark	John	175	Available, No ACD	2:21:46	Developmen
Cole	Greg	174	Available, No ACD	1:04:06	Developmen
Coleson	Lin	8400	Away from desk	2:38:55	IT
Collier	Keith	8602	On Vacation	19:42:25	Developmen
Cook	Wesley	8717	Gone Home	18:35:16	Testing
Courtney	Carol	8504	Available	2:38:48	Finance
Coux	Benoit	8552	Available, Forward	4 Days 12:46:14	Sales, EMEA
Cowdry	Melissa	8743	Available	7:06:49	Marketing, E

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

The screenshot displays two windows of the Microsoft Office Communicator application. The main window, titled "Office Communicator", shows the presence status of several users. It includes sections for "Recent Contacts" and "All Contacts". The "Recent Contacts" section lists users with green availability icons, while the "All Contacts" section lists users with yellow availability icons. The second window, titled "Jeff Gerardot - Conversation", shows an active call to "Jeff Gerardot" with a progress bar indicating "Calling Jeff Gerardot...". Below the call controls, a list of participants shows "Dan Maser" and "Jeff Gerardot" both with green availability icons.

Contact	Presence Status
Thompson, Don	Available
2222222	Away
6070886	Away
+1 (317) 607-0884	Away
Beltz, Jeff	Away
Zeckel, Ben	Away
Maser, Dan	Away
Jeff Gerardot	Available
Hubbard, Chris	Inactive
Beltz, Jeff	Away
Duvvuri, Ananth	Away
Maser, Dan	Away
Zeckel, Ben	Away
Fraizer, Colin	Away
Guard, Rich	Away
Huck, Jacob	Away
King, Kevin	Away
Neidermyer,	Away
Roaten, Bob	Away
Snyder, Duk	Away

Interaction Client®, Web Edition



Interactive Intelligence
Delivering Intelligent Experience

Interaction Client - Mozilla Firefox

File View Go Bookmarks Task Help

http://localhost/WebClient/WebClientPage.aspx

View Interactions

Make Call

From WIBC Weather Phone at (317) 222-3222 (0:00:00) - Disconnected [Local Hang Up] 2181193620

From WIBC Weather Phone at (317) 222-2222 (0:00:04) - Disconnected [Local Hang Up] 2181193641

From WIBC Weather Phone at (317) 222-2222 (0:00:20) - Connected 2181193643

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

Last Name	First Name	Department	Extension	City	Address	Status
Abbot	Keith	Strategic Consulting	8607	Remote		Green Phone
Baker	Matthew	Technical Sales	8293	Indy - HQ		Available, Forwarded
Brace	Tracy	Sales	8628			All in Training Session
Catena	Joe	Marketing	122	Indy - HQ		Available, Follow-Me
Catena	Chris	Sales	8645	Indy - HQ		Available, No ACD
Castro	Pablo	Support	8638	Remote		Available, Follow-Me
Chamard	Shantae	Support, BMEA	8491	Paris		Available, Forwarded
Digner	Thomas	Testing	8750	Indy - HQ		All Lunched
Eason	Evian	PSO/Support, BMEA	8772	London		Available, Forwarded
Fitter	Matt	Finance	8218	Indy - HQ		Available, No ACD
Gates	Ivan	Support, BMEA	8472			Available, No ACD
Gates	Todd	Sales	8330	Indy - HQ		All in Training Session
Gundersen	Chris	Sales	8633	St. Louis		Available, Forwarded
Gundersen	Jennifer	Facilities and Office Operations	8630	Indy - HQ		Available
Hartle	Kendra	Support	8438	Indy - HQ		On a Conference Call
Henshaw	Matt	Sales	8268	St. Louis		Available, Follow-Me
Hosente	Anne	Finance	8238	Indy - HQ		Available, No ACD
Hutherford	Marty	PSO	8272	Indy - HQ		Available, Follow-Me
Johnson	BB	IT	8624			Available, Follow-Me

2 3 4 5 6 ... Last > < First

Done

Page 6 of 27 (526 items)



Mobile Client

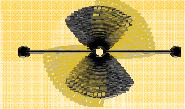


Interaction Client Mobile Edition

Support for Windows Mobile 5 & 6

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

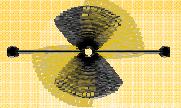
CIC 2.4 – 丰富的功能



Interactive Intelligence
Deliberately Innovative

- ACD
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Interaction Report Assistant 报表助理



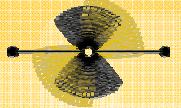
Interactive Intelligence
Deliberately Innovative

Create custom reports on the fly

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

The screenshot shows a Windows desktop environment with four Microsoft Internet Explorer windows open, all titled "'Echo' Remote Control - Microsoft Internet Explorer". Each window displays a different view of 'Workgroup Queue Statistics' from 1/21/2007 12:00:00 AM to 1/27/2007 11:59:59 PM. The windows show data for Marketing, Support AMER, and Support Central departments across various channels (Email, Call, Chat, Callback). The interface includes a menu bar (File, Help), toolbars, and a status bar at the bottom.

	Marketing			Support AMER			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	%
Email	300	221	0	8	0	0	0	0	0
Call	23	37	0	320	236	4	143	50	
Chat	16	17	0	124	68	0	20	2	
Callback	8	7	0	8	0	0	0	0	



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

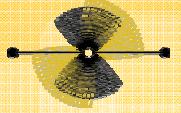
Interaction Tracker

- 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 PBX

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

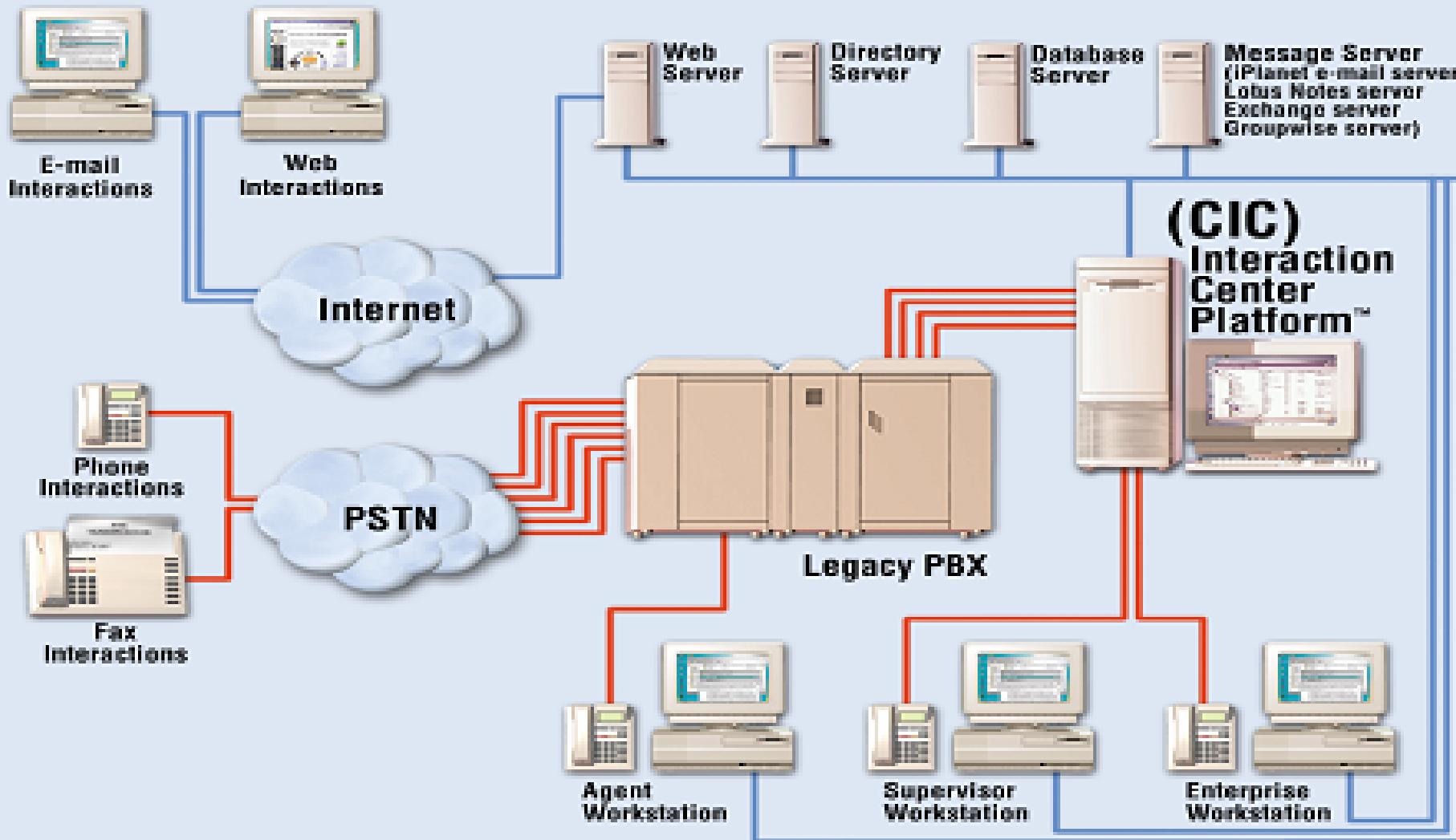
Unified Messaging

Fax Server



Interactive Intelligence
Deliberately Innovative

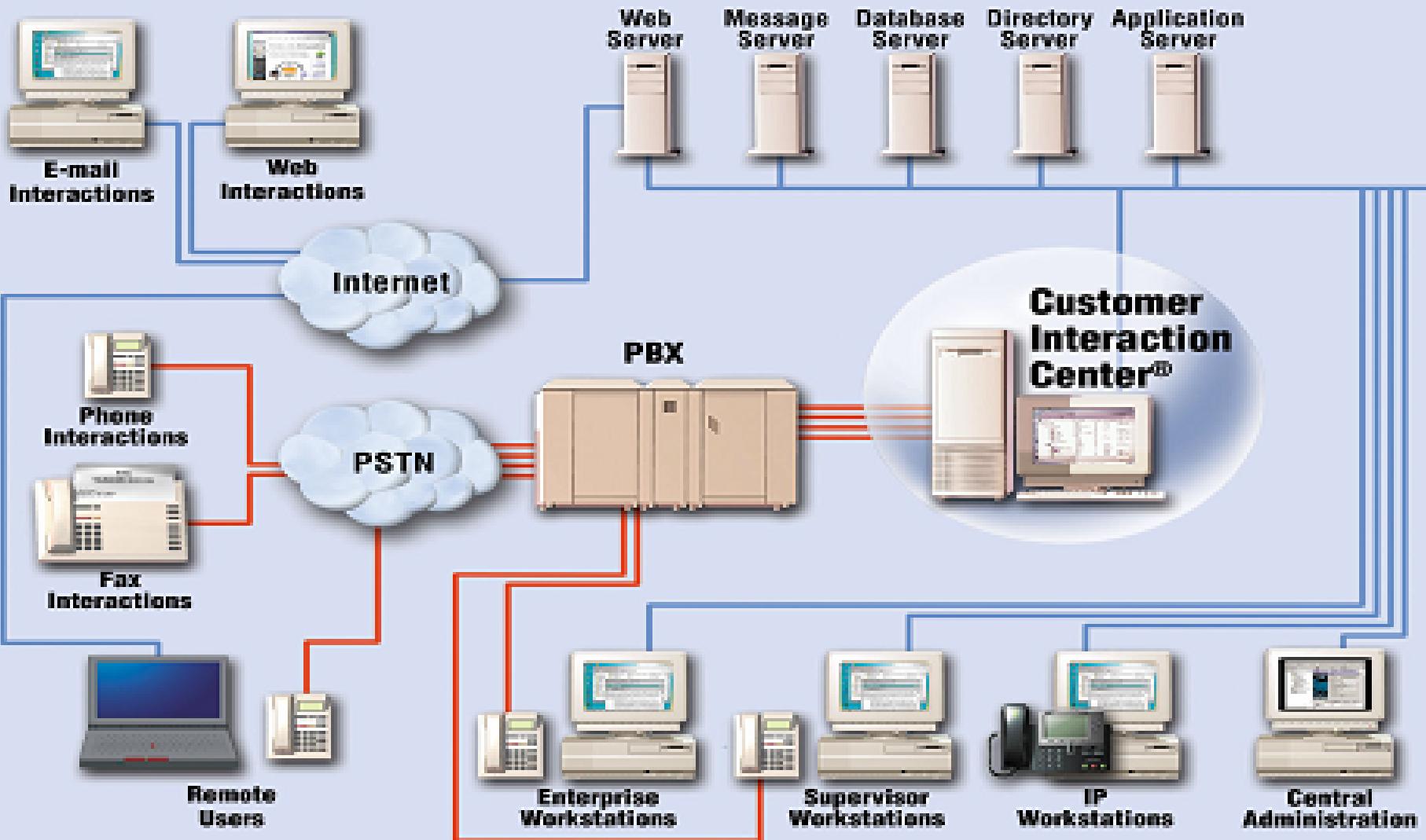
与PBX并行





Interactive Intelligence
Deliberately Innovative

置于PBX之后





与软交换集成

CIC TAPI with Cisco® CallManager

Caller



PSTN

Gateway



CIC 2.4



LAN/WAN



TAPI to CCM

Cisco®
CallManager





与第三方系统集成

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

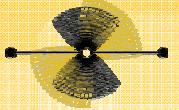
Straightshot, Bandwidth.com,
Cbeyond, Level 3, Global
Crossing

ASR Engines

Nuance, Loquendo

TTS Engines

Nuance, Loquendo,
Microsoft



标准化结构

SIP

ODBC

XML

VoiceXML

3270/5250
Screen
Emulation

TCP/IP
Sockets

TAPI

Q.SIG

SRTP/TLS

... and many
others



CIC的特点

安装开通简单

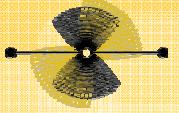
扩容简单

升级简单

维护管理简单

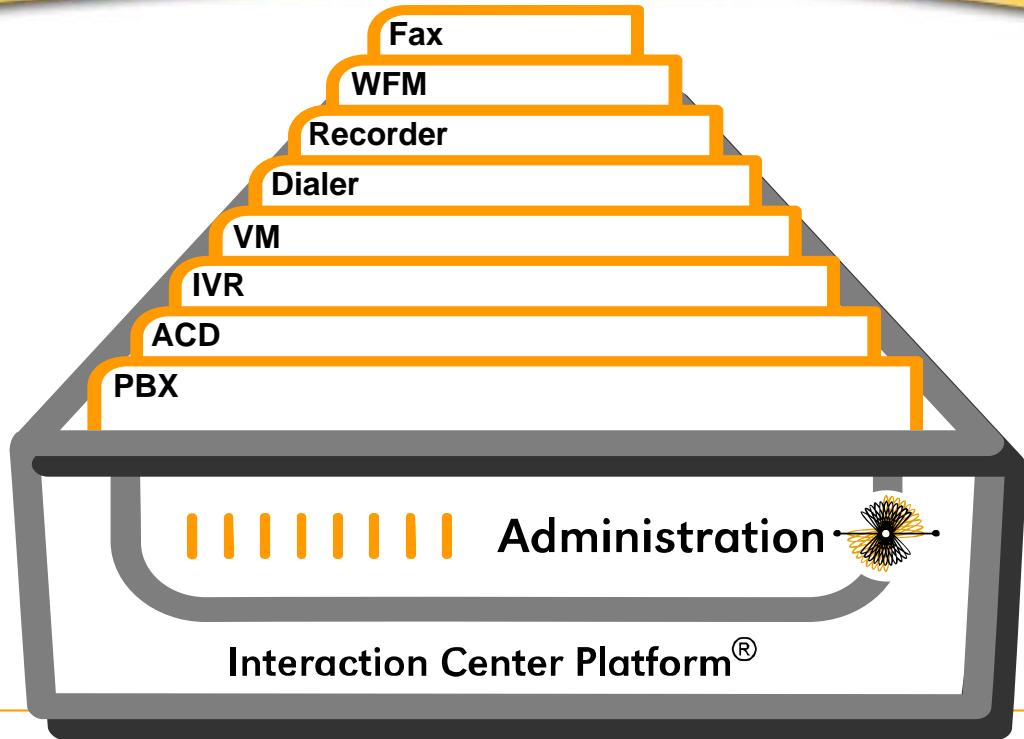
客户化简单

集成简单



Interactive Intelligence
Deliberately Innovative

一体化智能平台



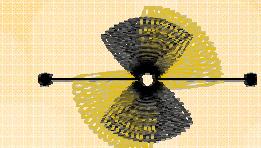
我们提供：

开放的，
基于软体的
具有丰富功能的
综合通信解决方案

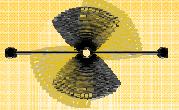
一体化智能平台

企业通信发展展望

Innovation. Experience. Value.



Interactive Intelligence
Deliberately Innovative



企业通信的发展及现状

业务应用

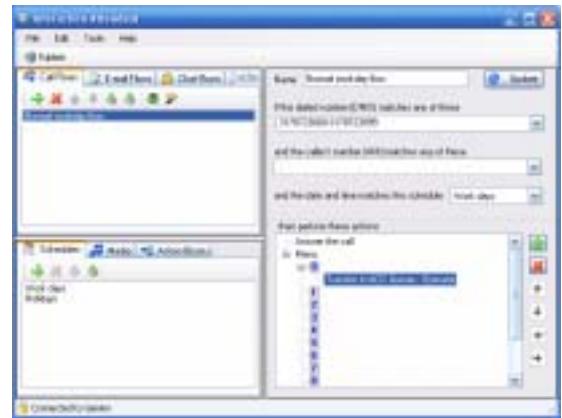
流程自动化

互动管理

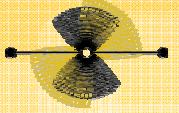
统一通信

IP Convergence/IP PBX

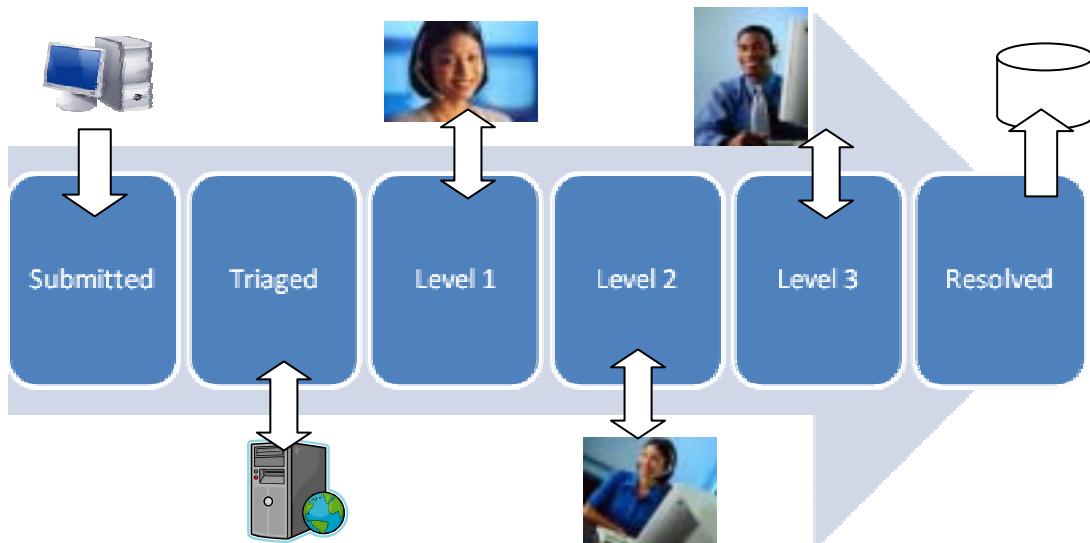
语音通信

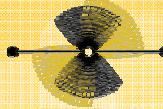


- 企业不仅可以创建call flows, e-mail flows和text chat flows，也可以创建work flows
- 流程自动化与通信系统相融合
- 将通信系统转变为可以广泛应用的业务自动化工具



工作流





实时路由及监控	实时统计和历史报表	流程改善
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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？	<ul style="list-style-type: none">• 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



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业务用户

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 Consulting	Available, Forward	
Able	Matthew		8233	Technical Sales	Available	matthewwasip
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
Aker	Evrren		8772	PSN/Support_FM	Available, Forward	

Dial Business Mobile Business Camp Chat Transfer Properties

Gemini DONBPC Report A Problem



销售

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

Device1



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

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- 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

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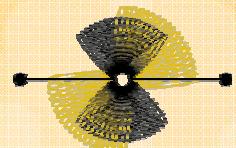
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