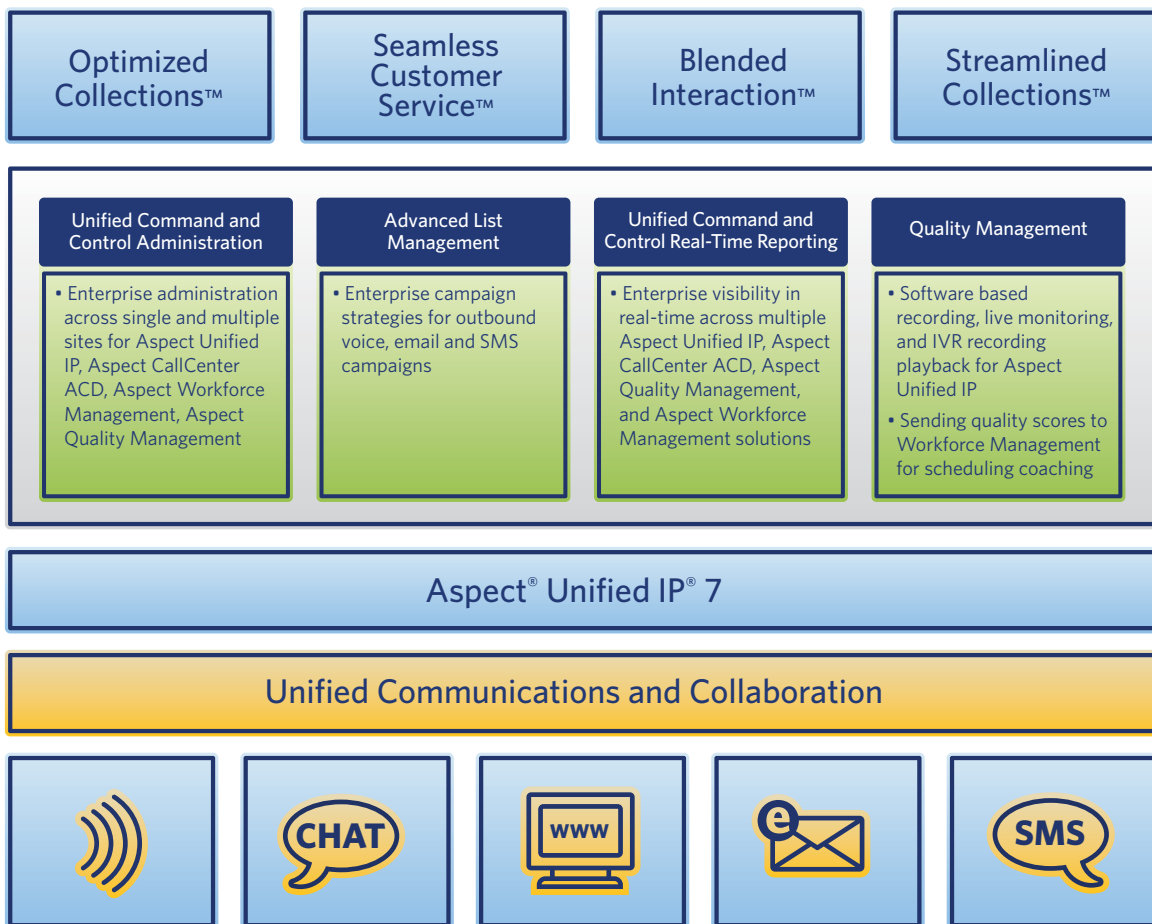


Aspect® Unified IP® 7

Executive Summary

Aspect Unified IP 7, the platform that powers our unified communications applications for customer contact, combines key functional capabilities to deliver a next-generation platform for customer service, collections, sales and telemarketing processes.



Value Proposition

Aspect's unified communications applications for the contact center leverage key capabilities within Aspect® Unified IP® 7 to enable your organization to serve today's consumer by leveraging Enterprise 2.0 technologies like unified communications and collaboration. Aspect Unified IP 7 is a next-generation customer contact platform based on a unified, multichannel product architecture that allows your organization to:

- Transition to a next-generation platform while preserving key best practices and processes
- Improve the customer experience while containing costs
- Leverage unified communications infrastructure and collaboration software to enhance customer communications and increase one and done interactions by eliminating communications silos in contact center and across enterprise
- Deliver a rich, consistent experience across a complete set of contact channels, including short message system (SMS) and instant message (IM)
- Support sophisticated processes across multiple channels
- Virtualize contact center operations with centralized administration and routing
- Tightly integrate with Microsoft® Lync™ to improve productivity within the contact center and to connect the contact center to the rest of the enterprise
- Migrate your environment in an evolutionary way to the next-generation unified contact center
- Improve reliability, efficiency and usability
- Reduce the Total Cost of Ownership

Aspect Unified IP 7 Capabilities Overview

Aspect Unified IP 7 provides key features and functionality to benefit contact centers of all sizes, including:

Aspect Unified IP 7 Capabilities Overview

Aspect Unified IP 7 Capability	Mid Market Customer Service (100 - 500 seats)	Small Enterprise Customer Service (501 - 1000 seats)	Enterprise Customer Service (1001 - 2500 seats)	Large Enterprise Customer Service (2501+ seats)
Advanced inbound call routing	√	√	√	√
Contextual Enterprise Routing			√	√
Enterprise Routing with integration to Cisco ICM		√	√	√
Enterprise Administration with Unified Command and Control®	√	√	√	√
High Availability	√	√	√	√
Business Unit Partitioning	√	√	√	√
Proactive Contact with SMS	√	√	√	√
UC powered Unified Agent Desktop	√	√	√	√
Expert Search with SharePoint® 2010	√	√	√	√

Key new capabilities available in Aspect® Unified IP® 7

Enterprise Routing and Manageability	Inbound Agent Workflow and Skills Routing	Unified Communications and Collaboration with Microsoft	Notification and Outbound Campaign Management via Advanced List Management
Contextual enterprise routing of calls between multiple Aspect Unified IP and Aspect® CallCenter® ACD	Unified Agent Desktop with user-centered UI and workflow scripting	UC enablement within Unified Agent Desktop	Outbound SMS and Email strategies
Enterprise administration of agents and services across multiple systems with Unified Command and Control®	Multi-line and personal greetings for agents	Collaboration with desktop sharing via Microsoft® Lync™ Server 2010	
Business Unit partitioning to provide security across autonomous departments	Advanced routing, dynamic skills and flexible announcements	Expert Search with Microsoft® SharePoint® 2010	
Defined disaster recovery scenarios and enterprise wide business rules for increased manageability			
Advanced IT configuration management via Unified Resource Manager			
New interface to facilitate integration with third-party platforms			
Integration for Cisco ICM for network routing			

Key new capabilities available in Aspect Unified IP 7 (continued)

Collections Capabilities via Advanced List Management	Enterprise Recording and Monitoring via the Aspect® Quality Management Capabilities from our Workforce Optimization Suite	High Availability, Ease of Deployment and Improved Performance
Callback management	Software-based recording on Aspect Unified IP 7	High availability and redundancy to deliver Five 9s reliability
Time zone management	Tight integration to Aspect Unified IP 7 using new CTIPS API for rich metadata and call event information	Telephony media server, VoIP enhancements, predictive dialing via SIP, out-dial progress tones
Campaign strategy tools for improve right-party contacts	Software-based live monitoring of agents on Aspect Unified IP with agent presence information and the ability to initiate live monitoring of agents from Unified Command and Control Real-Time Reporting	Distributed telephony with interconnect over the WAN
	Ability to send quality scores to Aspect® Workforce Management for scheduling agent coaching	Simplified footprint, enhanced security and administration for IT
	Server virtualization using VMware for a reduced hardware footprint and support for latest technology	Deployment updates for install validation, license reports, Citrix Presentation Server, and Microsoft® Hyper-V™
		Microsoft® SQL Server® 2008 R2 / Microsoft® Windows® 2008 Server R2 64-bit OS / Windows 7

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About Aspect

Aspect is a leading provider of customer contact and Microsoft platform solutions. For more information, visit www.aspect.com.