

Aspect® DataMart™

Business intelligence derived from complete, consistent information about customer contacts and transactions—whether by phone, Web, or email—is critical to the evaluation and success of your customer relationship management strategies. Aspect DataMart gathers and consolidates information from one or more contact centers and delivers an enterprise-level view of operations. It allows you to view disparate contact centers, communication channels, and platforms as one virtual contact center. And, Aspect DataMart helps you to improve operational efficiencies, personalize customer interactions and increase business profitability.

Highlights

- Consolidation and easy analysis of data from multiple sites, channels and platforms.
- Enterprise-level view of contact center operations.
- Comprehensive reporting to help deliver personalized customer service.
- Integration of data from existing corporate data warehouses for a complete picture of your business.
- Out-of-the-box interfaces to common contact center data sources.

Aspect DataMart gives you the ability to easily evaluate the effectiveness of your contact center strategies using a packaged contact center data mart solution to increase revenue opportunities, improve performance through enhanced decision-making capabilities, reduce operational costs and improve customer satisfaction.

A complete enterprise reporting solution, Aspect DataMart delivers greater insight into your business operations and cuts down on time consuming reporting tasks. It consolidates data from multiple sources to give you an enterprise-wide view of your contact center operations, so you can quickly identify necessary process changes.

The solution provides out-of-the-box interfaces to common contact center data sources to reduce implementation time and long-term total cost of ownership. It also reduces the amount of time and effort that your company must spend on developing and supporting a cross-platform reporting tool.

Whether you need a consolidated platform for production reporting or are looking for a way to implement highly-efficient performance management applications, Aspect DataMart can gather the data you need for optimal business results.



Key Benefits

- Increase revenue opportunities.
- Improve contact center performance.
- Reduce operational costs by improving operational efficiency.
- Enhance customer satisfaction.
- Increase decision-making capabilities across global operations.

Aspect® DataMart™ provides a complete architecture for enterprise-wide data consolidation and analysis. Designed using data-warehousing techniques, the solution provides a decision-support system that enables multi-dimensional analysis of all your contact center operations. It helps you make better decisions that increase performance and profitability, reduce costs and improve your company's customer relationships.

Consolidate and Analyze Data From Multiple Sites, Channels and Platforms

Aspect DataMart provides powerful, data-rich analysis and reporting of historical data gathered across multiple sites and channels. It consists of software components that let you easily collect, store, organize and manage data.

Specifically the system provides pre-built contributors to common contact center applications including:

- Automatic Call Distributors (ACDs): Aspect® CallCenter® ACD, Avaya CMS, and Nortel Symposium.
- Email management systems: Kana Response.
- Workforce management systems: Aspect® eWorkforce Management™.
- Interactive Voice Response (IVRs): Aspect® Customer Self Service™.

These data contributors transmit data from the respective source system to the Aspect DataMart.

The information is then made available for near real-time analysis. Pre-built contributors can be supplemented with custom contributors to tailor the data to specific business requirements.

By offering out-of-the-box data contributors, Aspect DataMart enables quick implementation and support of your enterprise-wide analysis and reporting. It enables you to take full advantage of the rich stream of data flowing through your existing contact center applications so you can make informed and effective management decisions.

Flexible Tools to Report and Analyze Contact Center Performance

Aspect DataMart gives you flexible tools for viewing the performance of all your contact center operations. Using Aspect DataMart System Administrator, you can organize information by agent, trunk, DNIS groups, applications and communication channels across your enterprise, and then gather data from multiple contact center sites by selected groups. This allows you to tailor the way you view and analyze your customer data to better meet your operation's unique requirements.

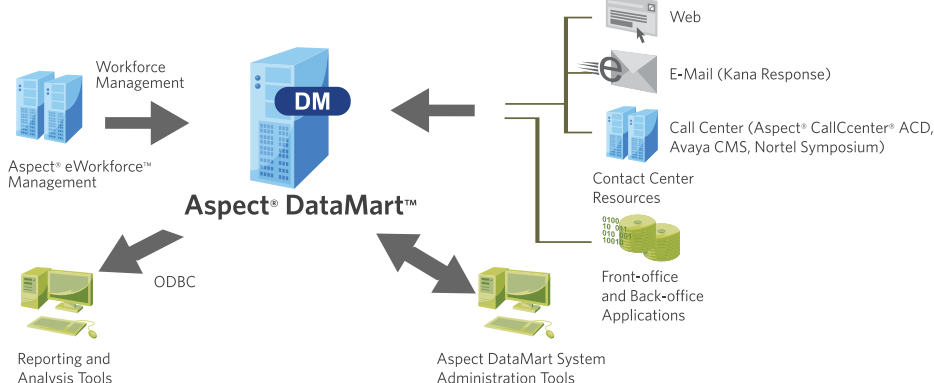
Because Aspect DataMart uses open relational database technology, you can choose from a variety of reporting and analysis tools. The solution includes many out-of-the-box reports that give you a head start at extracting value from the data. You can use existing reports defined for Crystal Enterprise 10, extend the existing reports, or access data directly using custom queries built with any major reporting tool.

Deliver Personalized Service to Customers

Aspect DataMart helps you lay the foundation for custom business intelligence solutions that make your contact center efficient, personal and profitable. Because Aspect DataMart provides a collection point for both call center data and data from other sources, such as sales, workforce management and quality monitoring, it serves as a perfect enabling platform for both production reporting and performance management applications. You can run highly-efficient production reports from the same set of data you use for analytics, ensuring that you get the same answers regardless of how the source information is processed.

Aspect DataMart delivers an ideal environment for performance management applications. It consolidates enterprise contact center data with other business and customer data in an underlying relational database designed specifically for reporting and complex analytics. Using a star schema data model, Aspect DataMart provides

Aspect DataMart collects, consolidates and integrates information from many sources within and outside the contact center and makes it available for analysis.



data for performance management applications that can help you improve agent and operational performance; and enable you to begin integrating business objectives into your contact center metrics and measuring agents on factors such as revenue generating abilities through cross-selling or improving customer satisfaction.

Increase Business Profitability

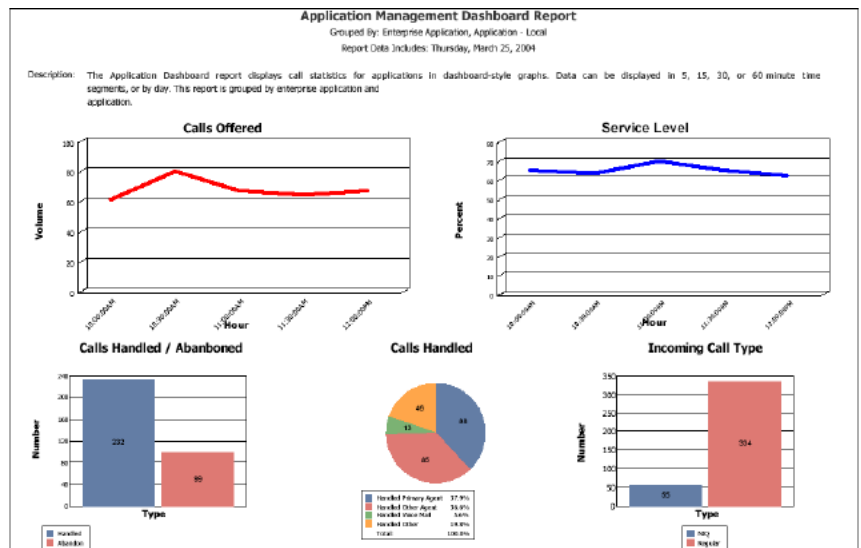
Aspect® DataMart™ yields significant business advantages, starting with the increased efficiency, personalization and revenue-generating capabilities of your contact center operations. It provides the information you need to measure agent performance, link performance to customer service metrics, enhance productivity and increase revenue through improved response times. If you have, or plan to implement, multichannel contact centers handling customer contacts via voice, email and the Web, Aspect DataMart gives you a “blended” view of all channels, allowing you to manage the customer experience regardless of contact method.

If you are running single or multisite centers on Avaya or Nortel ACDs, or a mix of Avaya, Nortel and Aspect technologies, Aspect DataMart delivers a single view of your operations by consolidating call information from all environments. This allows you to view a single report to get a snapshot of agent productivity across your entire enterprise, regardless of which switches your agents are connected to. There is no need to manually consolidate or spend time massaging cross-site data—you simply get the information you need to better manage your operations.

Integrate Data with Existing Corporate Data Warehouses for a Complete Picture of Your Business

Aspect DataMart is compatible with existing corporate infrastructures and will accommodate future enhancements. An open, standards-based solution, Aspect DataMart can be integrated with a wide range of platforms and applications.

The Oracle® and Microsoft® SQL databases are the most accepted relational database management systems among enterprise IT groups. Industry-standard tools, Open DataBase Connectivity (ODBC) data connectivity, and Transmission Control Protocol/Internet Protocol (TCP/IP)-based network connectivity round out the features that



allow the Aspect DataMart to be integrated with an existing IT infrastructure. Also, the fully documented data model and support for ODBC query access make Aspect DataMart compatible with industry-standard data-warehousing and decision-support components.

Since Aspect DataMart is ODBC compliant, you can use reporting clients other than Crystal Enterprise 10, such as Brio or Cognos. Aspect DataMart is an extensible solution that can supply business advantages for small, standalone contact centers or entire networks of centers.

With data storage, analysis and reporting offloaded from your operational systems, both reporting and call processing operate at peak efficiency. And you save IT costs by making business intelligence users much more self-sufficient.

Aspect DataMart offers flexible, timely reporting and analysis for sharing relevant information across the enterprise.

"The decision to build versus buy a data mart solution was an easy one to make for our organization. The Aspect DataMart was easy to implement and gives us access to our operational data in a faster manner, to allow us to make more informed business decisions."

Steve Boyer

CIO & Senior Vice President
 StarTek, Inc.

System Components

- Database: Oracle or SQL server.
- Application server operating system: Windows® 2003 Server or Windows® 2000 Server.
- Reporting tool: Crystal Enterprise 10.

Aspect® DataMart™ supports integration with many common contact center operational data sources. It also can be used in conjunction with several of the industry-leading solutions in the Aspect Software portfolio to increase your contact center performance including:

- Aspect® CallCenter® ACD for a mission-critical contact center platform.
- Aspect® Customer Self Service™ for advanced speech self-service applications.
- Aspect® eWorkforce Management™ for planning, managing and optimizing your staffing resources.
- Viewpoint™ for creating and viewing real-time web-based reports.

About Aspect Software

Aspect Software, Inc. founded the contact center industry and is now the world's largest company solely focused on Internet Protocol (IP) and traditional voice-based products and services for customer service, collections, and sales and telemarketing business processes. Each day, Aspect Software powers more than 125 million customer-company interactions at thousands of in-house and outsourced contact centers around the globe. Its trusted Signature product line offers automatic call distributors (ACDs), dialers, voice portals and computer telephony integration (CTI). The company's leading Contact Center Performance Optimization product line provides workforce management, quality management, performance management and campaign management applications. And, its pioneering Unified IP Contact Center product line delivers a comprehensive, multichannel solution. Headquartered in Chelmsford, Mass., Aspect Software has operations across the Americas, Europe, Africa, the Middle East and Asia Pacific. For more information, visit www.aspect.com.

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Contact Center Solutions