

# OMNICONNECT™

## ASPECT UNIFIED IP CRM CONNECTOR

- ✓ Allows integration with any branded or custom CRM
- ✓ Synchronized call control from within your CRM
- ✓ Screen pop – ups with attached data
- ✓ Transparent to Aspect Unified IP upgrades
- ✓ Greatly reduced development cycle
- ✓ Always on with High Availability and Load Balancing



### THE CHALLENGE

Modern contact centres evolved over the past few years in numerous ways, transforming from a simple telephony based business unit with limited scope to a complete business unit that is responsible for handling all inbound and outbound communications in an enterprise. To achieve its goals, a modern contact centre utilizes not only a multitude of communication channels but also numerous applications which include various types of information about its customers and stakeholders in general. The most common of these applications is typically a CRM.

As businesses grow larger in terms of scope and complexity, isolated applications within the enterprise create additional overheads to the operations department. Employees have to search/enter the same information into multiple systems for a single interaction, which increases the handling times. Contact Centres and CRM systems are commonly faced with this challenge. These two types of systems are commonly integrated together in various degrees, in an effort to streamline contact centre agent experience.

### ASPECT UNIFIED IP

Aspect Unified IP is an IT – ready contact centre software platform specialized in solving all the challenges faced by modern contact centres. Aspect's overall mentality is to avoid using isolated silos with overlapping functionality in all areas of the contact centre. In the context of its mentality, Aspect is making a consistent effort to offer comprehensive APIs with its products, allowing the enterprise to integrate functional components to other software interfaces.



### INTEGRATING UNIFIED IP WITH CRM SYSTEMS

Integrating Aspect Unified IP functionality, while possible and important for the business, is a daunting effort with many challenges in terms of development. It is a time consuming process which requires the following tasks among others:

- Specialized developers that have experience with both CTI systems and CRM systems.
- A significant amount of time investment to study the Aspect Unified IP APIs and test literally hundreds of use cases and scenarios to determine which are required for the specific integration at hand.
- Even after the integration is completed, maintain the custom developed middleware whenever changes occur in both Aspect Unified IP side and CRM side.

### INTRODUCING OMNICONNECT

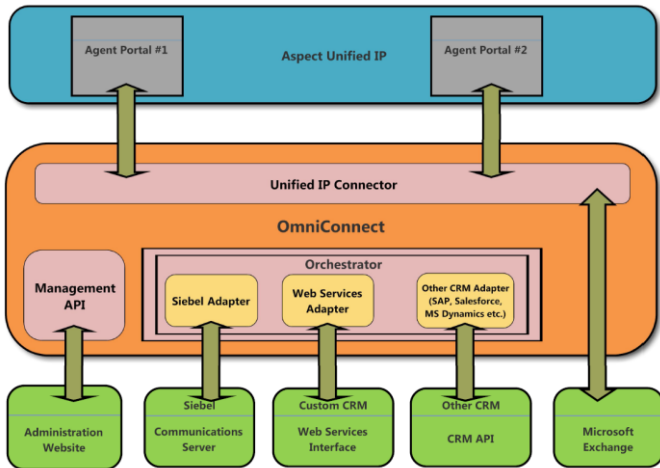
OmniConnect is a product developed by Intrasoft International which allows an enterprise to incorporate Aspect Unified IP advanced contact centre capabilities in any branded or custom developed CRM applications. Using OmniConnect, the functionality of Aspect Unified IP can be integrated in the CRM client of the enterprise or any custom business application, allowing agents to control an entire interaction from a single, unified interface.

Using OmniConnect:

- Greatly reduces the requirement for specialized resources in order to complete the integration.
- Speeds up the deployment cycle significantly.
- Helps avoid exceptions and pitfalls as these scenarios are already handled by OmniConnect.
- Eliminates the need to adjust the integration for existing functionality when upgrades take place on Aspect Unified IP side.

## ARCHITECTURE

OmniConnect is a modular software solution based on Oracle Java EE7. It can be deployed on any application server and any operating system supported by the particular application server.



OmniConnect has been developed using a layered architecture. It consists of at least one middleware server that handles communication with Aspect Unified IP, CRM or other systems that may be required. OmniConnect is capable of connecting to multiple CRMs and/or other applications. All connected applications can be handled by a single or multiple middleware servers depending on required capacity.

Each middleware server includes three major components:

- **Unified IP Connector:** This component handles all communication with Aspect Unified IP through the Agent API provided by Aspect. The connector is common for all CRMs and other applications included in the integration.
- **Orchestrator:** This component handles the communication with CRM and other business applications. Each application requires a specific adapter to be developed, based on the APIs of the application itself. Intrasoft International has already developed and deployed adapters for Oracle Siebel and custom CRM applications with web services APIs. Additional adapters can be created quickly.
- **Management API:** This component allows an administrator to manage OmniConnect through a convenient web – based interface.

## FUNCTIONALITY

OmniConnect provides among other things the following functionality:

- Screen pop – up with attached data.
- Integrated user management
- Synchronized call control within the CRM application. Information is passed from Aspect Unified IP to the CRM.
- CRM can send call control commands to Unified IP. The available call control commands include placing and receiving phone calls, call control functions such as transfers and conference and recording capabilities.
- Out-of-the-box support for Aspect Voice Mail capability.
- Email/fax/chat and SMS support.
- Embedded and AQM recording integration

These features have undergone extensive testing and modification during development to ensure that possible exceptions are handled internally by OmniConnect.

## ADDITIONAL FEATURES

OmniConnect provides out-of – the – box additional features that greatly enhance management and system uptime. The features include:

- An advanced logging mechanism based on Apache Log4j.
- An integrated two-tier load balancer that handles requests against multiple middleware servers and/or multiple Unified IP agent portals.
- High available configuration for the most critical parts of the application (Agent portals communication & middleware servers).
- Easy to expand in terms of capacity by simply adding extra middleware servers.