



"From small single site contact centers to multisite mission-critical contact centers, Aspect has a next-generation customer contact solution that allows you to make the most from your Microsoft technology investment, no matter the size or scope of the project."  
-Kirk Gregersen, General Manager, Microsoft Lync, Microsoft Corp.



# Microsoft Global Alliance

The leading customer contact partner for Microsoft-centric enterprises

Bringing customer experiences in line with new consumer expectations starts in the contact center and extends throughout the enterprise.

Microsoft and Aspect are partnering to deliver such next-generation customer contact solutions, allowing companies to profitably and productively engage today's consumers who are tech savvy; have exceedingly high service expectations and are basically transforming every stage of the customer lifecycle, including product consideration, purchase, use and support.

Aspect makes the most of Microsoft technologies such as Microsoft Lync, SharePoint and Dynamics CRM to help organizations create customer experiences that deliver flexible multichannel communications and collaboration, including social networks and communities, to increase first call resolution, agent productivity and customer satisfaction.

Together we help Microsoft-centric enterprises maximize the return on their strategic technology platforms, creating differentiated customer contact experiences leveraging the latest web and communications technologies that translate to additional purchases, long-lasting customer loyalty and positive social interactions that add revenue to the bottom line.

Aspect Microsoft Strategic Alliance delivers:

- **Next Generation Contact Center Platforms:** Aspect's customer contact platforms leverage Microsoft's latest unified communications and collaboration technologies to enable organizations to optimize customer experiences in the contact center and throughout the enterprise.

## What You Need to Know

- **A multi-year strategic relationship between Aspect and Microsoft is delivering innovative customer contact solutions that uniquely leverage unified communications and collaboration technologies**
- **Aspect solutions have garnered an impressive range of independent analyst recognition including being named a leader in Gartner's 2011 Magic Quadrant for Contact Center Infrastructure Worldwide**
- **Aspect has helped organizations of all sizes, including more than two-thirds of the Global Fortune 50, use innovative software to achieve key business objectives**
- **Aspect solutions help power more than 1,000,000 agents at 5,000 customer sites effectively manage more than 125,000,000 customer interactions on a daily basis**
- **Global Resources:** Aspect's intricate global network of highly experienced professionals and technology alliance and channel partners help organizations get the most value from their contact center applications through training, support, consultation, implementation and optimization services.
- **Deep Experience and Expertise:** Aspect's solutions, applications and professional services are backed by extensive industry experience and technical knowledge.

- **Microsoft Professional Services:** As a Microsoft National Systems Integrator (NSI), Aspect is one of less than 40 Microsoft partners in the United States who have met a stringent set of criteria that includes delivering consistent value to customers as a trusted advisor.
- **Microsoft Leadership:** Aspect has earned gold and silver competencies in approximately 15 different technologies, actively participates on several Microsoft Partner Councils, is designated by Microsoft as Microsoft Virtual Technology Specialists and has a long history of annual recognition for exemplary solutions and programs.
- **Leaders by Example:** Aspect is among the very first companies to deploy Microsoft's latest unified communications technology, Microsoft Lync, on a global scale. All Aspect employees (nearly 2,000) and all Aspect contact centers across the globe use Microsoft Lync as their daily primary communications tool.

### Key Microsoft Next-Generation Customer Contact Solutions and Services

Aspect delivers industry-leading customer contact platforms to optimize customer experiences and maximize return on Microsoft platform investments.

**Aspect® Unified IP®** – Aspect Unified IP is a mission critical, high availability, high-volume customer contact platform that maximizes the value of Microsoft investments, including Microsoft Lync, SharePoint and Dynamics CRM. This enterprise solution features inbound, outbound, voice portal/IVR, email, SMS/text and chat.

**Aspect® Contact™** – Aspect Contact helps companies make the most of their investment in Microsoft Lync voice, IM and presence for contact centers and internal help desks up to 100 seats. This solution uses Lync as its primary media server leveraging key functionalities from the best-of-breed Aspect Unified IP platform.

**UC Applications** – Aspect's customer contact and workforce optimization UC applications are built on feature-rich, high-availability platforms that fully leverage real-time communications and intelligent workflows allowing organizations to increase productivity leveraging unified communications capabilities including instant messaging, multimedia conferencing and screen sharing for agent-to-agent communications, agent-to-supervisor escalations and manager initiated process changes.

**Customer Collaboration Portals** – Solutions that generate customer experience productivity efficiencies through better collaboration and communication within and with the contact center between agents, supervisors, subject matter experts and customers. The extensible solutions leverage SharePoint for context-sensitive document searching and subject matter experts; Lync for presence and communications and features CRM integration.

**Microsoft Professional Services** – Aspect can draw-upon deep technical expertise and experience across the Microsoft product stack to develop and deploy custom applications, workflows and systems to help achieve targeted customer contact objectives.

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#### About Aspect

Aspect is the only software company with a fully-integrated interaction and workforce optimization platform for enterprise contact centers globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact center is the new center of the customer experience. For more information, visit [www.aspect.com](http://www.aspect.com).

