



Cisco Systems/iNOVA Corporation

Overview

This document describes the integration of both the Cisco ICM solution and the Cisco IPCC platform with LightLink™ from iNOVA Corporation. LightLink is a real-time information system that captures raw data, and through filtering and analysis converts the data into important business information that is then delivered to the right people in real-time. This information can relate directly to contact center operating efficiency, sales initiative effectiveness, or customer satisfaction. The LightLink system contributes to improved decision-making, increased efficiency, and reduced costs in the contact center. LightLink adds value to Cisco ICM/IPCC through:

- *Ability to Deliver Information to Multiple Outputs*—LightLink supports data delivery to any combination of display devices including iNOVA LED wallboards, PC desktops, displays (VGA, plasma), wireless devices (pagers, phones), and the Web. LightLink data management tools allow supervisors to define where, when, and to whom data is delivered.
- *Ability to Monitor Data from Disparate Data Sources*—LightLink supports a wide variety of legacy ACD, database, workforce management and other common data source options. The LightLink system can be configured to monitor dozens of data sources and thousands of data items to provide a common platform for event notification and for the application of custom business rules and logic.
- *Ability to View Real-Time Status of Multiple CRM Systems*—LightLink supports simultaneous connections to multiple data sources within a single contact center, or located across several remote contact centers.
- *Ability to Define Threshold Events*—LightLink provides the tools to build business logic that defines threshold event based actions. Possibilities include changing colors, sounding alarms, triggering messages, or automatically sending pages or emails. The LightLink system can also be easily extended to include the additions of custom business algorithms to meet the specific needs of an individual or group within your organization.
- *Ability to Monitor Changing Conditions*—The integration between LightLink and Cisco IPCC provides a current and accurate view of contact center conditions allowing agents and supervisors the opportunity to identify potential issues and resolve them before they become problems.

Cisco Systems Overview

Cisco IPCC is an automatic call distributor (ACD) alternative based on the Cisco Architecture for Voice, Video, and Integrated Data (AVVID). Cisco IPCC provides intelligent call routing, network-to-desktop computer telephony integration (CTI), interactive voice response (IVR) integration, real-time and historical

reporting, and multimedia contact management to contact center agents over an IP network. Cisco IPCC enables rapid deployment of contact centers and enables businesses with legacy ACDs to evolve their existing call centers to virtual multimedia contact centers.

The Cisco IPCC solution is based on the proven products: Cisco CallManager and Cisco Intelligent Contact Management (ICM) software. Cisco CallManager provides the location independent public branch exchange (PBX) capabilities, while Cisco ICM provides the virtual ACD features. With the Cisco IPCC solution, enterprises can build virtual contact centers and can take advantage of IP transport to extend the boundaries of the contact center to include branch and home offices.

Cisco IPCC integrates easily with legacy call center platforms and networks, enabling a contact center to continue to leverage its investments in legacy systems while providing a smooth migration path to an IP infrastructure. Whether your company is expanding an existing operation or establishing its first contact center, the Cisco IPCC solution can help you realize the cost and performance benefits of converged network at your pace. Cisco IPCC is designed for implementation in single-site and multi-site contact centers as well as service provider hosting environments.

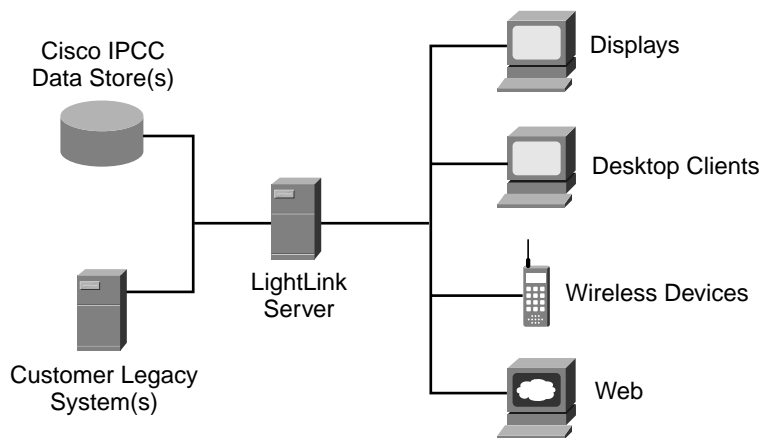
iNOVA Overview

iNOVA Corporation provides solutions for the management and distribution of real-time information in contact centers and other environments where critical events drive workforce action. The company manufactures its own line of professional quality LED wallboards, and develops high-end real-time data monitoring and messaging software.

iNOVA systems are currently installed in over 700 companies throughout North America and Europe. Fortune 500 customers include MCI Worldcom, Dell, Bank of America, Cox, General Motors, American Express, BlueCross BlueShield, Citigroup and Marriot.

Integration Overview

Figure 1 Cisco/iNOVA reference architecture. The LightLink Server, residing within a customer's network, captures data from Cisco ICM/IPCC data stores through a software data capture interface. The LightLink server also distributes data to a variety of output devices including iNOVA LED wallboards, PC desktops, displays, wireless devices, and the Web.



Cisco Components

- Cisco ICM 4.5
- Cisco CallManager 3.0.8
- AW 4.5 (compatible with any ODBC compliant version)

Partner Components

- LightLink Server
- LightLink 2.6 Software
- LightLink Data Capture Interface for Cisco ICM/IPCC

Implementation

System Recommendations

LightLink Server

- Pentium 500 MHz
- 128MB RAM
- 200MB available disk space
- Windows NT 4.0 Workstation or Server with Service Pack 5 or higher
- Network Interface Card for LAN/WAN configuration
- Serial Ports-1 per data source input and 1 per output channel
- 8X CD ROM Drive

Supervisor Workstation

- Pentium 300 MHz
- 64MB RAM
- 30MB available disk space
- Windows 95, 98, ME, 2000 Professional, or NT 4.0 Workstation with Service Pack 5 or higher
- Network Interface Card for LAN/WAN configuration

Agent Workstation

- Pentium 233 MHz
- 64MB RAM
- 15MB available disk space
- Windows 95, 98, ME, 2000 Professional, or NT 4.0 Workstation with Service Pack 5 or higher
- Network Interface Card for LAN/WAN configuration

Availability

The iNOVA solution requires LightLink 2.6, and one LightLink Data Capture Interface for Cisco ICM/IPCC per data source. Optional components include LightLink F/X II LED Wallboards. These components are currently available through iNOVA Corporation.

Resources

Training

LightLink Training is provided with each installation. Additional training including LightLink certification is available.

Support

Support is available 24/7 through the iNOVA Customer Support Center or online at <http://www.inova-support.com>. Various support options are available to suit customer needs. The two standard offerings are the Gold iNOVA Service Portfolio (ISP) and Platinum ISP. The Gold ISP provides a standard level of service and support on a yearly basis. The Platinum ISP builds on the Gold ISP by adding training, on-site response, an extended warranty and other benefits.

iNOVA also offers the iNOVA Freedom Plan. This plan shifts the responsibility for daily system maintenance, system optimization, output standardization, and troubleshooting from a customer's internal IT staff to a highly trained staff of iNOVA technicians.

Documentation

Full printed documentation is provided with each system installation.

To learn more about Cisco Contact Center Solutions, please visit http://www.cisco.com/warp/public/180/prod_plat/cust_cont/.

To learn more about iNOVA Corporation applications please visit <http://www.inovacorp.com>.



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