



# IPCC Express Edition

**Duke Bond**

**Technology Marketing Manager**

**IPCC Express Edition**

<http://www.cisco.com/go/ipccexpress>

# Agenda

- **Product Success**
- **Customer Challenges**
- **Value Proposition**
- **Product Overview**
- **Customer Profile**
- **Roadmap**

# Product Families

## IPCC

**IPCC Express Edition**

IPCC Enterprise Edition

IPCC Hosted Edition

## ICM

Enterprise Edition

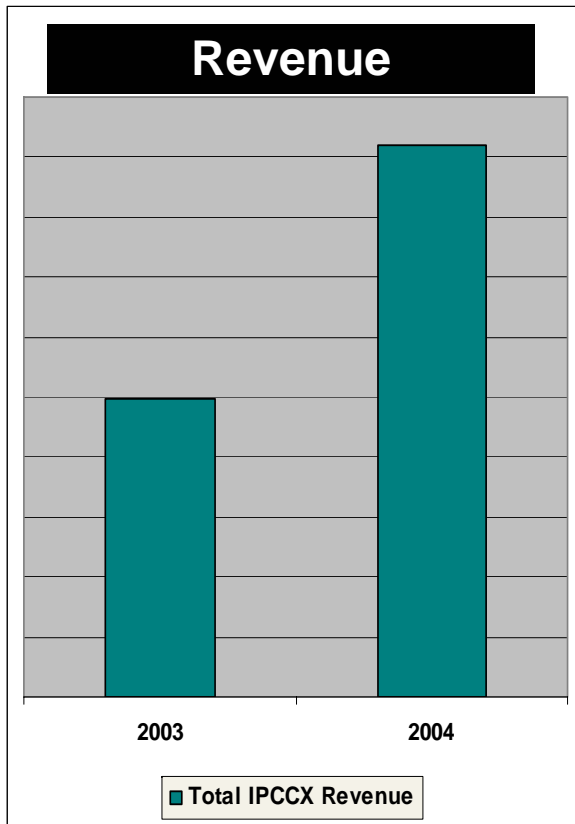
Hosted Edition

## Self Service

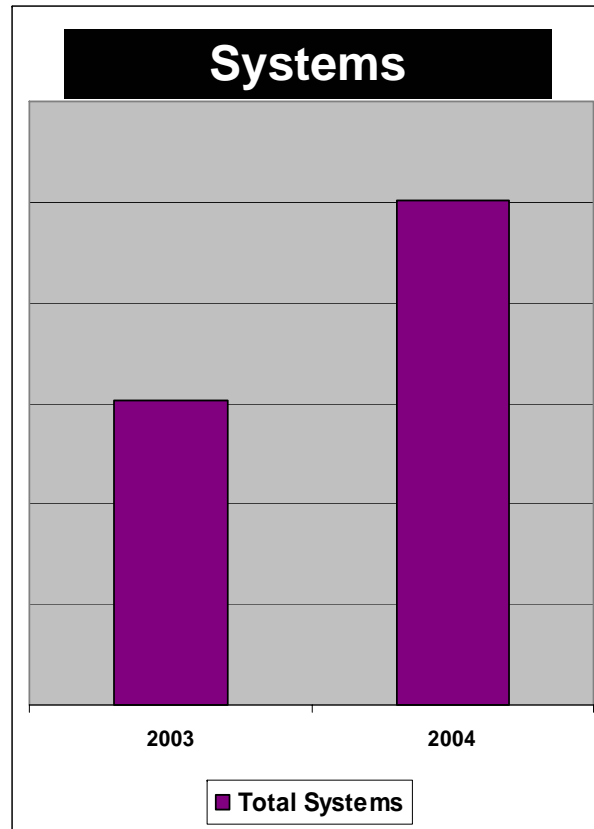
CVP

IP IVR

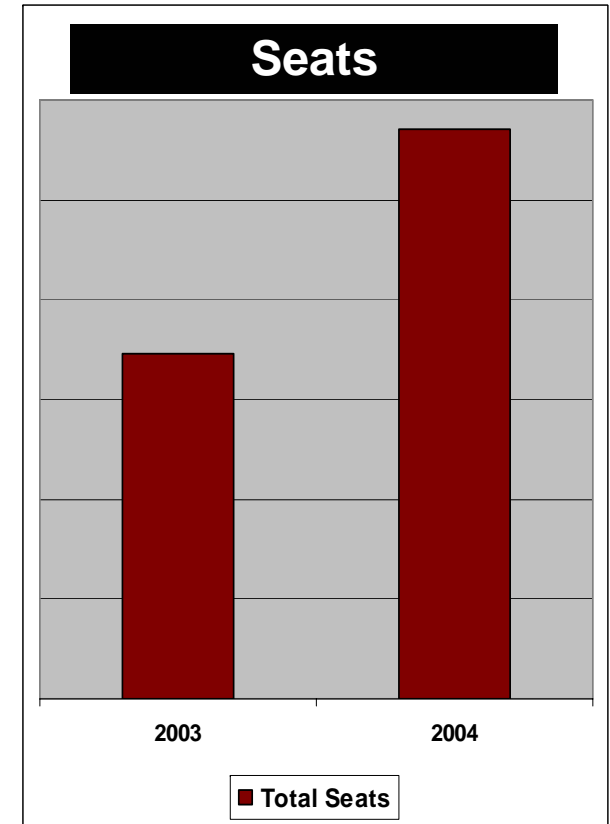
# IPCC Express Performance



**85% increase FY / FY**



**66% increase FY / FY**



**65% increase FY / FY**

**Revenue 1HFY05 up 45% over 1HFY04**

# Success Factors



- Growth in IP over TDM market share
- Growth in Cisco IP Communications (IPC) deployments
- Growth in partner base



**Moved from Cisco ATP to Cisco IPC Specialization**

**Cisco IPC Specialized partners are trained on and can now sell IPCC Express**

- IPCC Express packaging, pricing, and licensing model
- Ease of implementation and administration
- Integrated features and functionality



**Macro driven screen pops, silent monitoring, call recording, web callback, scheduled callbacks, voice mail routing, database integration, customer profile routing, agent competency based routing, priority queueing,...**



# Customer Challenges

- **How can I reduce operating costs while improving customer satisfaction?**
- **How can I use remote employees and experts as contact center resources?**
- **How can I reduce telecom costs?**
- **How can I virtualize operations / multiple sites?**
- **How can I provide a 'localized' presence?**
- **How can I increase the average value of contacts handled?**
- **How can I provide a consistent customer experience across multiple departments and services?**

# Value Proposition

- **IPCC Express is NOT just an ACD**  
it's a contact-center-in-a-box
- **Virtual contact center**
- **A one box solution**
- **Easy to deploy**
- **Integrated service creation**
- **Easy, cost-effective PSO for CTI**
- **Integrated self-service**



Sources: Siebel and Forrester

# Where We Sell

- **Legacy replacement sites**  
A significant percentage of our business
- **New 'Greenfield' sites**  
A significant percentage of our business
- **Leading with the contact center**  
Existing TDM CC with good ROI for IPCC Express  
A small but growing percentage of our business
- **Cisco IPT CallManager installed base without IPCC Express**  
A small percentage of our business



# IPCC Express Success in Verticals Today

Federal Government	Cable	Electronics & Technology	Business Services
Finance	Government	Central Government	K-12 Education
Healthcare	Energy	Food	Communications
Distributors	Local Government	Investment Banking	Computer/High-Tech
Commercial	Transportation	Chemicals / Petrochemicals	Colleges/University
Telecomm	Health Care	Telecommunications	Pharmaceutical
Wholesale	Government-Local	Service	Government-State
Retail	Services	Entertainment, Leisure, & Tourism	Utilities
Government (Not US Federal)	Aerospace	Retail Banking	Automotive
Service Provider	Utilities	Construction	Research and Development
Insurance	Education		Svc Provider/Telco
Financial	ISP		Media & Publishing
Manufacturing	Chemicals/Petrochemicals		
Banking	Electronics & Technology		
Service Provider			

**Verticals who have deployed IPCC Express Edition**

# IPCC Express Edition 3.5 STANDARD

Cisco.com

- **ACD**

  - Simple groups; Conditional routing; custom variables

  - Data-driven routing *only* with XML data sources

  - Standard templates and custom historical reporting

- **Desktop**

  - Standard Cisco Agent Desktop; Cisco IP Phone Agent

  - Standard Cisco Supervisor Desktop w/ real-time reports

- **CTI**

  - Simple screen pop

- **IVR**

  - Queue point, custom messaging, prompts, collect (DTMF)

# IPCC Express Edition 3.5 **ENHANCED**

Cisco.com

- **ACD**
  - Simple groups; Conditional routing; custom variables
  - Skill/Competency groups; Priority Queuing**
  - Data-driven routing *only* with XML data sources
  - Enhanced** templates and custom historical reporting
- **Desktop**
  - Enhanced** Cisco Agent Desktop; Cisco IP Phone Agent
  - Enhanced** Cisco Supervisor Desktop w/ real-time reports
  - Desktop workflows and custom action keys**
  - On demand and event driven recording (agents and supervisors)**
  - Silent monitoring (supervisors)**
- **CTI**
  - Simple screen pop; **3<sup>rd</sup> Party application screen pop via macros**
- **IVR**
  - Queue point, custom messaging, prompts, collect (DTMF)

# IPCC Express Edition 3.5 PREMIUM

Cisco.com

- **ACD**
  - Simple groups; Conditional routing; custom variables
  - Skill/Competency groups; Priority Queuing
  - Priority (data-driven) routing with both DBMS and XML data sources
  - Premium templates and custom historical reporting
- **Desktop**
  - Enhanced Cisco Agent Desktop; Cisco IP Phone Agent
  - Enhanced Cisco Supervisor Desktop w/ real-time reports
  - Desktop workflows and custom action keys
  - Recording / Silent Monitoring
- **CTI**
  - Simple screen pop; 3<sup>rd</sup> Party application screen pop via macros
- **IVR**
  - Queue point, custom messaging, prompts, collect (DTMF)
  - ODBC compliant database integration; E-mail generation; Web callback
  - Voice recording; VXML; Java; Optional ASR and TTS

# IPCC Express 3.5 Packaging & Pricing

Cisco.com

Package	Standard		Enhanced		Premium	
	Price	Included Options	Price	Included Options	Price	Included Options
Server Software	\$3,995 \$1,995	Express Standard Server SW Cold Standby Server SW	\$5,995 \$2,995	Express Enhanced Server SW Cold Standby Server SW	\$9,995 \$4,995	Express Premium Server SW Cold Standby Server SW
Seat	\$595	Standard Agent Desktop Cisco IP Phone Agent Media Termination Standard Supervisor Desktop Standard Historical Report Client Basic Screen Pop	\$995	Enhanced Agent Desktop Cisco IP Phone Agent Media Termination Enhanced Supervisor Desktop Enhanced Historical Report Client Basic Screen Pop CRM App Screen Pop Recording / Silent Monitoring Skills / Competencies	\$1,495	Enhanced Agent Desktop Cisco IP Phone Agent Media Termination Enhanced Supervisor Desktop Enhanced Historical Report Client Basic Screen Pop CRM App Screen Pop Recording / Silent Monitoring Skills / Competencies
IVR Port	\$0	Prompt & Collect No limit of basic IVR ports	\$0	Prompt & Collect No limit of basic IVR ports	\$0	Prompt & Collect ODBC Database Integration Web Callback / Integration Voice Recording / Callback E-mail Generation Java / Voice XML Support ASR & TTS Option Limit of 2 adv IVR ports per seat

# IPCC Express 3.5 vs IPCC Enterprise 6.0

Criteria	Express	Enterprise
Single Cluster Virtual Contact Center	✓	✓
Multi Cluster Virtual Contact Center	⊘	✓
PSTN Pre-Routing & Queueing	⊘	✓
Circuit Switched ACD & IVR Integration	⊘	✓
Integrated Agent & Call Control with CRM Apps	⊘	✓
Integrated Preview & Predictive Outbound Dialing	⊘	✓
Integrated Multi-Session & Interruptible Multi-Channel	⊘	✓
Scalability > 200 agents & 300 IVR ports	⊘	✓
IPCC Server Redundancy	⊘	✓

- **Profile**

Liz Claiborne is a leading apparel manufacturer with corporate offices in seven locations in New York and New Jersey and several other locations on the east and west coast. Previously, the company's voice needs were served by four aging private branch exchange (PBX) systems. In 2003, the company deployed an end-to-end Cisco® network.

- **Challenges**

Provide more efficient and personalized customer service. One contact center, with approximately 50 agents, fields questions about the company's clothing lines from retail customers and sales managers across all product lines including apparel, accessories, cosmetics, etc. The other is a help desk with 20 agents who handle issues related to end-user and retail store technical issues.

- **Business Benefits**

By assigning higher priority to calls from executives and distribution centers the company does not put critical business issues on hold. The company has also adjusted its contact center staffing at different times of day to reduce wait times and abandon rates, thanks to the integrated metrics and reports available in Cisco IPCC Express. Help desk service is further enhanced because help desk representatives can view the name of the caller and their call history on their computer monitors.

# Express Releases

## Currently Shipping

### IPCC Express V3.5

- 200 Agents / 300 IVR ports
- Cisco Security Agent
- Enhanced Historical Reporting

## Development Underway

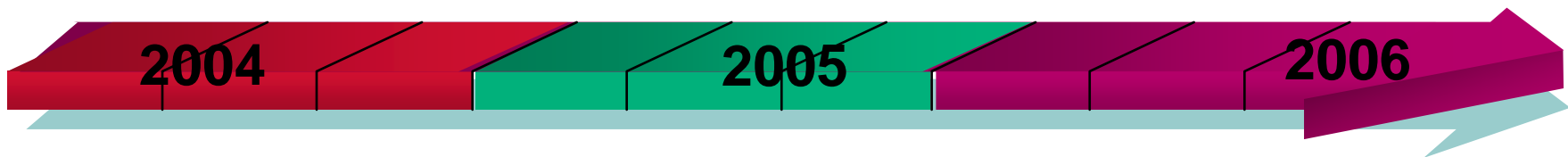
### IPCC Express V4.0

- 300 agents
- IPCC Exp Gateway to ICM
- High Availability
- Endpoint monitor & record
- Reporting Enhancements
- ACD Enhancements
- MRCP / VXML 2 Support

## Planning Underway

### IPCC Express V5.0

- Unified CTI
- Integrated Multichannel Desktop
- Unified Reporting
- Simple Outbound
- SIP support
- Cisco CallManager Express



Ongoing investment in key solution areas  
security, installation, universal administration, serviceability,  
availability, scalability,...

# IPCC Express Edition 4.0<sub>1</sub>

- **Platform**
  - New cluster based architecture**
  - High Availability with auto-failover**
  - Auto configuration of CCM devices and users**
  - Download maintenance releases and patches from CCO**
- **ACD**
  - Scalability to 300 agents**
  - Agent based routing**
  - Auto-Exit from Wrap-Up**
  - Skill/Competency based routing enhancements**
  - Support for IP Communicator**
  - New and enhanced historical & real-time reports**
  - Enhanced 'cockpit' for desktops**

# IPCC Express Edition 4.0<sub>2</sub>

- **IVR**
  - Continues to support up to 300 IVR ports**
  - VXML 2 Support**
  - DTMF voice browser**
  - MRCP support for ASR & TTS**
- **Desktop**
  - Automatic updates for desktops**
  - Desktop server processes participate in high availability**
  - New cockpit look & feel**
  - Support for IP Communicator**
  - End point monitoring & recording**
  - Remote supervisor monitoring via PSTN phone**

# CISCO SYSTEMS

