



Hosted ice³ for Service Providers

ComputerTalk's ice³ IP Contact Center is a new multi-channel service creation platform for service providers. With a complete portfolio of ready-to-go applications for agent assist and self service, ice³ IP Contact Center (IPCC) all-in-one solution immediately delivers:

Multi-Channel Contact Center

- Automatic call distribution (ACD)
- Virtual contact center (VCC)
- Skills based routing
- Universal queuing
- Conversation recording
- Intelligent email management
- Internet web chat
- Predictive dialing
- Unified web based reporting
- Voice mail
- Speech attendant
- Speech dialing

Customer Relationship Management (CRM) Automation

- Computer telephony integration (CTI)
- Screen-pop automation
- Coordinated call/screen transfer
- Universal CRM connector

Multi-Channel Self Service

- Voice-controlled interactive voice response (IVR)
- Caller voice authentication
- Call steering
- Fax back
- Outbound interactive dialing

All of these software-only modules are blended seamlessly, with unified administration and operations for easy deployment and support.

With everything you need to deploy advanced contact center functionality, new customers and agents can be added within minutes. The all-in-one ice³ IPCC boosts sales and eliminates the risk of delays and the expense of third party, integrated components.

For prospective customers and end users alike, the ice³ IP Contact Center solution offers unparalleled flexibility and ease of use – key differentiators for winning competitive opportunities. Additional sales advantages are achieved through its support of industry open standards - like Session Initiated Protocol (SIP), VoiceXML, and MRCP.

ice³ IPCC integrates with customers' existing telecom infrastructures (VoIP and TDM) and requires no deployed hardware on-site. The ice³ IP contact center is certified by Nortel Networks for its interoperability with the Nortel MCS 5200 application server using SIP signaling, allowing Service Providers to leverage their MCS 5200 to deliver hosted contact center applications.

Designed and built by ComputerTalk's elite team of professional software engineers, ice³ IPCC for Service Providers delivers unparalleled service availability and security.





High Availability and Redundancy: N+1

With N+1 redundancy, one server is always on standby, engaging automatically if any of the primary servers fail.

With more than a decade's experience as a service provider running a successful hosting contact center service, ComputerTalk is much more than a technology provider. ComputerTalk manages hosted contact center services for several dozen customers using our own technology. Today ComputerTalk's hosted contact center handles more than 200,000 calls per day.

High availability is achieved through **N+1** redundancy and clustering



Security

Built-in security features make ice³ IPCC completely safe for deployment into multiple customer sites:

- Each customer's data is contained in a private and secure partition
- All customer communication is encrypted using VPN tunneling (IPSec)
- PIX firewall prevents DoS attacks and enforces network address translation (NAT)
- Customers have no awareness of other customers
- UserID and Password verification
- Each customer has their own private database
- Norton anti-virus scanning
- Conformance with RFC 3261 security mechanism, implements latest standard for SIP focused security policy



Multi-Tenant Partitioning

Each ice³ server manages numerous customers, each in their own private and secure partition. The size of the customer's partition is determined by the maximum number of concurrent contacts that are accepted. Each customer is assigned its own secure database, where its private configuration and statistics information is stored



Open Architecture

ice's IPCC employs the three main principals of open architecture – employing open standards, using off the shelf components and offering flexible 3rd party integration

Standards-Based

ice³ is built on open standards to protect Service Providers against proprietary obsolescence while also boosting sales advantages. Some of ice³'s standards are: VoiceXML, SIP, MRCP, SQL, ODBC, XML.

3RD Party Integration

ice³ IPCC is equipped with a public web service interface for computer telephony integration that extends powerful CTI functionality to a wide range of third party products, including IVR, workforce management, CRM, call recording and wall boards.

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Off-The-Shelf Components

ice³ IPCC uses only best-of-breed, off the shelf hardware components, such as NMS Communications award-winning telephony, IP, and media boards. There are no proprietary hardware components. Highly successful commercial software products bundled onto the ice³ IPCC solution include Microsoft's SQL Server database and Crystal Reports.



Scalability

ice³ IP contact center expands easily to accommodate new customers. The system scales from a single ice³ serving multiple customers, to hundreds of networked ice³s providing contact center services to thousands of customers. Maintenance and administration is simplified by a secure administrator GUI that accesses every managed ice³ server.



Concurrent Licensing Model

Instead of the traditional pay-per seat pricing model for CPE implementations, service providers need only purchase licenses for the number of simultaneous connections they require to serve their customers. Moreover out-of-use licenses can be re-used for new customers.



Service Creation

Service Providers are empowered to create their own new services with ice³
IPCC's rich application creation features:

- Intuitive GUI development environment that lets users create, test and implement their own multi-channel applications, without programming
- Embedded automatic speech recognition (ASR) and text-to-speech (TTS) engines from leading speech companies including Nuance, Scansoft and Microsoft
- Fully compliant, VoiceXML 2.0 interpreter
- Powerful and flexible CTI connectors to work with third party IP products
- Innovative speech application tuning instrument that captures entire speech dialog for accelerating voice user interface (VUI) deployments

About ComputerTalk

Computer Talk Technology, Inc. (ComputerTalk) designs, deploys, and supports contact center solutions for clients worldwide. Established in 1987, ComputerTalk was a leading provider of IVR solutions, prior to its highly successful launch of hosted contact center services in 1997. A European carrier became the first network service provider to base their hosted contact center offering on ComputerTalk products in 1999.

ComputerTalk is recognized in both of Gartner Group's prestigious IVR and Contact Center Magic Quadrants.

ComputerTalk released its highly acclaimed ice – all in one – contact center solution in 2000, which has enabled it to become the leading provider of hosted contact center services. Today, at its hosting facilities, ComputerTalk manages more than 4000 telephone lines, and handles more than 200,000 contacts per day.

ComputerTalk offers complete off-site redundant server failover/disaster-recovery options, 24/7 remote monitoring, and supports multiple customer environments and home agents and mobile agents



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Architecture Diagram

