



Cisco Systems/Eyretel MediaStore^{IP}

Overview

Integrating the Eyretel MediaStore^{IP} application into the Cisco CallManager environment enables robust multimedia contact recording and analysis. The scalable solution is designed to function in diverse topologies and allows for up to one hundred percent voice recording in single or multi-site contact centers. This solution addresses markets where recording must be performed for liability or compliance purposes while also enabling contact center's desire to improve their operations by analyzing and understanding agent performance and the Customer Experience. By integrating with the Cisco ICM the Eyretel solution is capable of tracking the customer's experience from cradle to grave as they traverse multiple agents or sites. The solution is fully integrated with Eyretel's Contact Center product suite to provide a powerful and scalable analysis solution to Cisco powered call centers.

Cisco Overview

The IP Contact Center (IPCC) solution is an ACD alternative based on the Cisco Architecture for Voice, Video, and Integrated Data (AVVID) providing intelligent call routing, network-to-desktop CTI, and multimedia contact management to contact center agents over an IP network. IPCC enables rapid deployment of Contact Centers and enables customers with legacy ACDs to evolve their existing Call Centers to virtual multimedia Contact Centers.

The Cisco IPCC solution is based on the proven Cisco ICM and Cisco CallManager products, with CallManager providing the location independent PBX capabilities and ICM providing the virtual ACD features. With the 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 investment 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. Specific capabilities include intelligent contact routing, automatic call distribution (ACD), network-to-desktop computer telephony integration (CTI), interactive voice response (IVR) Integration, and real-time and historical reporting.

Eyretel Overview

Eyretel is a leading global developer and supplier of customer contact recording and analysis solutions across a range of media. Eyretel's products are designed to enable companies to optimize their customer relationship management. These companies are able to generate additional revenue opportunities, improve profitability, enhance customer retention, reduce staff turnover and achieve greater customer intimacy.

Since being founded in 1991 Eyretel has grown rapidly through pioneering the use of digital recording & analysis technology. They are now a leading provider of Contact Center CRM solutions in all major geographical markets. The increasing proliferation of electronic media is driving the need to implement CRM solutions. Eyretel develops, supplies and implements software and hardware that allows the complete recording and detailed analysis of customer communication and interaction, such as telephone calls, web chat, e-mail and desktop computer activity.

Solution Benefits

- Provides Compliance/Regulatory voice recording in a pure IP Environment
- Enables complex analysis of the customer's experience
- Utilizes business rules and standards based interfaces to create customized solutions
- Generates additional revenue opportunities
- Improves profitability
- Enhances customer retention
- Reduces staff turnover and achieve greater customer intimacy

Solution Features and Capabilities

- Supports Cisco CallManager/IPCC
- Runs on standard PC server based platform
- New product based around current MediaStore platform and application suite
- Recording using 'SPAN' algorithm
- Integration by decoding Cisco Skinny protocol for tagging and control
- Basic calls tagged with Calling Party, Called Party, CLI, dialed number via Skinny
- Advanced call tagging and control via IPCC integration
- Runs under Windows2000 and SQL2000
- Replay using web browser
- Provides Stereo Recording where each speaker in a call can be isolated for replay or presentation to Speech Recognition engines.
- Silence and 'over-speaking' detection
- Calls compressed using industry standard 16kb/s ADPCM
- Calls stored to any Win2000 device—Disk/DVD/MO etc.
- Call structure compatible with traditional MediaStore recorder
- Mixed VoIP and 'old world' PBX/ACD environment supported

Integration Architecture

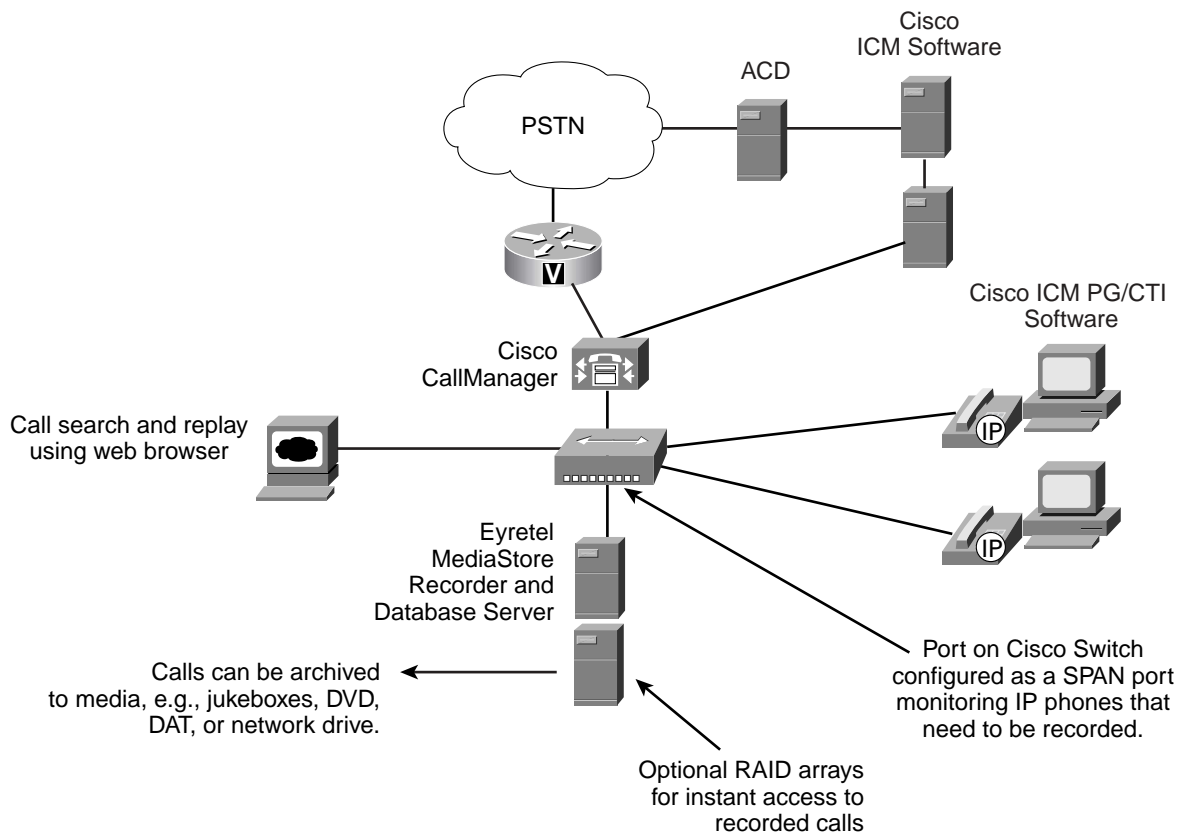
The Eyretel MediaStore^{IP} application receives telephony VLAN packets from SPAN ports defined on the Cisco switches and then decodes the Cisco SKINNY protocol to perform recording control and data tagging. MediaStore^{IP} can be configured to record calls that involve external parties only or it can be configured to record all call activity at individual extensions including internal and external calls.

The system also has the ability to receive event notification from the Cisco IPCC solution to control recording as well as to provide additional data about the calls to be recorded. The application resides on a standard Windows 2000 server and utilizes the customer's existing infrastructure for recording storage and archival. Replay is achieved via a standard web browser interface. By interfacing with the IPCC Peripheral Gateway, the Eyretel solution is informed of all telephony events. It is also provided with rich data which is used to build an interaction centric database that includes the call audio and searchable data fields. This includes basic call and agent state information as well as user data that is presented in the event stream. These events and data are fed into Eyretel's middleware application, Unify, and appropriate action is taken based on the Unify business rules. Since the Eyretel solution passively listens to the event streams provided by IPCC it has no direct impact on IPCC performance.

MediaStore^{IP} has been designed to function in diverse network topologies from single locations to multiple sites that require centralized reporting or storage. This architectural flexibility allows MediaStore^{IP} to address virtually all customer network designs as well as their unique business needs. The MediaStore^{IP} is fully compatible with Eyretel's TDM recording solutions that allow for seamless presentation of recorded interactions from diverse technologies.

MediaStore^{IP} also leverages Eyretel's existing product suite to provide comprehensive agent quality assurance, data mining/visualization and Customer Experience Management.

Figure 1 Cisco/Eyretel reference architecture.



Cisco Components	Partner Components	3rd Party Components
Cisco IPCC (ICM version 4.5 or higher)	MediaStore ^{IP} application for recording/network interface	Microsoft Windows Server 2000
Cisco CallManager 3.0.8 or higher	Unify Middleware for system integration	Microsoft Internet Information Server
	Web Portal Application for call search and replay via a web browser	Microsoft SQL Server 2000

Availability

- MediaStore^{IP} is compatible with all Cisco CallManagers version 3.0 for IPCC or higher.
- MediaStore^{IP} started shipping in April of 2001 to locations around the world and has active customer installations in the US, EMEA and AsiaPac.

Additional Resources

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

To learn more Eyretel applications please visit <http://www.eyretel.com>.



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