



# Cisco Systems/iNOVA Corporation IP Contact Center Solution



## Overview

Optimizing performance in a multimedia contact center requires that both supervisors and agents receive relevant views of current conditions and performance statistics across contact points. LightLink™, from iNOVA Corporation, working with Cisco IPCC provides this view enabling agents to quickly respond to changing conditions, and managers to proactively enhance performance within the center. LightLink combines powerful data capture and display capabilities with advanced scheduling and messaging in a solution that is distinguished for its flexibility, scalability, ease of use, and ease of integration. By delivering relevant information to the right people in real-time, LightLink contributes to improved decision-making, increased efficiency, and reduced costs.

## 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.

LightLink, the company's core software product, provides real-time views of performance data empowering call center agents to respond to changing conditions, and managers to proactively enhance performance within the center. This information is gathered from disparate data sources, filtered and analyzed based on customer defined business rules, and delivered to desktops, displays, wireless devices, or the Web.

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.

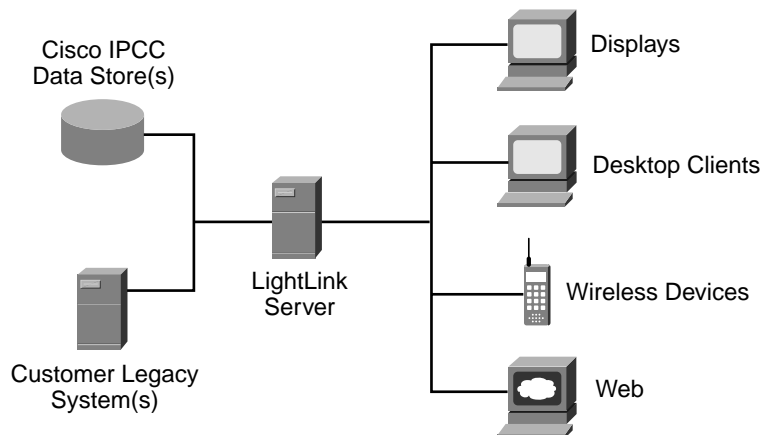
## Solution Benefits

- Provides visual proof of Cisco IPCC through real-time display of data
- Contributes to improved decision making, increased efficiency, and reduced costs
- Provides ability to view real-time status of multiple CRM systems located within a single location, or across remote locations
- Provides ability to integrate data from multiple disparate systems (including legacy systems)

## Solution Features and Capabilities

- Delivers IPCC data to iNOVA LED wallboards, PC desktops, displays (VGA, plasma, rear-projection), wireless devices (pagers, phones), and the Web
- Supports delivery of IP video
- Features familiar Windows interface for ease-of-use
- Filters and analyzes data based on customer defined business rules and logic
- Expansive list of support data interfaces including legacy systems

**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 ICM4.5
- Cisco CallManager 3.0.8
- AW 4.5 (compatible with any ODBC compliant version)

## iNOVA Components

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

## 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.

## Additional Resources

To learn more about Cisco Contact Center Solutions, please visit [http://www.cisco.com/warp/public/180/prod\\_plat/cust\\_cont/](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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