



Lab Testing Summary Report

August 2005
Report 050902

Product Category:
IP Contact Centers

Vendor Tested:
**Interactive
Intelligence**

Product Tested:
**Customer Interaction
Center
v2.3.1**



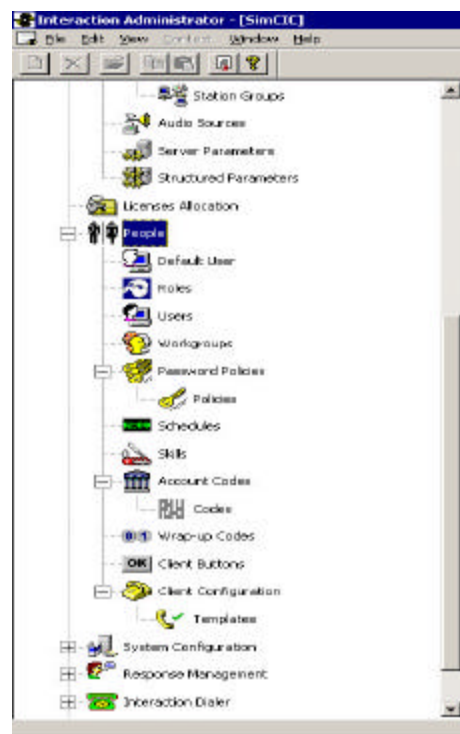
**“Best Integrated
Multimedia,
IP Contact Center”**

Key Findings and Conclusions:

- Customer Interaction Center (CIC) is awarded “Best Integrated Multimedia, IP Contact Center” product in an open review of leading IP Contact Center products published in *Business Communications Review (BCR)*
- CIC features well-integrated handling of multimedia channels including: Web interactions, voice, e-mail, SMS, fax, and data services
- e-FAQ is an excellent Web-based self-service module
- The CIC package includes full SIP support, can integrate with third-party SIP systems, or work over the vendor’s own SIP-based telephony infrastructure

Interactive Intelligence presented its Customer Interaction Center (CIC) to *BCR* and Miercom for a comparative study of IP Contact Center packages that evaluated their architectures, interfaces, and multimedia support. CIC was awarded “Best Integrated Multimedia, IP Contact Center” product for the multimedia richness of the package, against competitors that included Avaya, Genesys, Siemens, and Mitel. Cisco was also invited to participate in this comparative review, but declined without additional elaboration. CIC does an excellent job at integrating classical voice call handling with new media channels including Web chat and e-mail.

Miercom especially lauds CIC’s single point of administration (Interaction Administrator) for all multimedia, workgroup, and agent definition, and for its call-flow handling and design. The reviewers also commend CIC’s integral Interactive Voice Response (IVR) functionality, which handles prompts, recordings, and collection of customer responses.



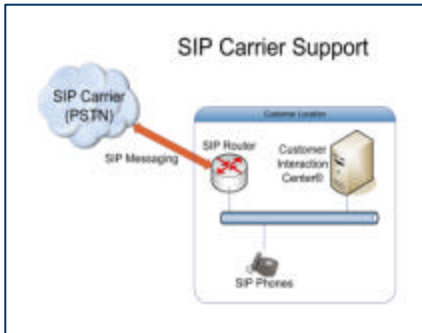
Single Administrative Interface

- All components and facets of CIC are readily accessible via a neat and clean administrative interface (see directory at left)
- In addition to the typical CIC settings — agents, skills, groups, and queues — infrastructure settings are also readily accessed and administered

Customer Interaction Center Configurations

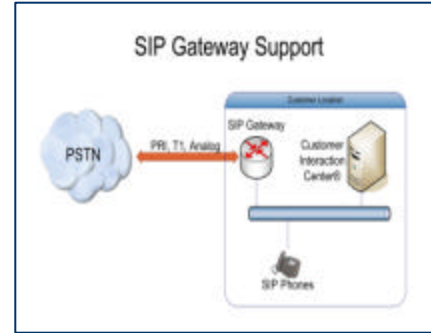
Various Telephony Environments Supported: Typically via T1 connections, PRI or Q.Sig as appropriate

SIP-trunking to any SIP-based VoIP carrier



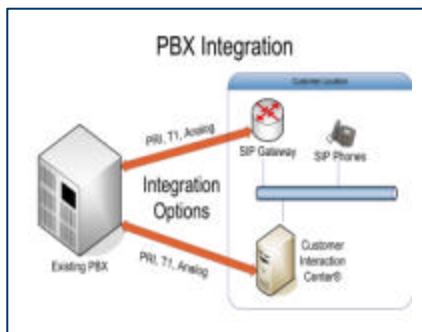
SIP-trunking to any SIP-based VoIP carrier – Interactive Intelligence works closely with several SIP-based carriers to replace traditional T1/PRI connections with SIP/VoIP trunking. Such connections to VoIP carrier services can provide considerable flexibility for contact center customers, and can yield cost savings over alternatives (such as TDM trunking).

SIP-based PBX infrastructure



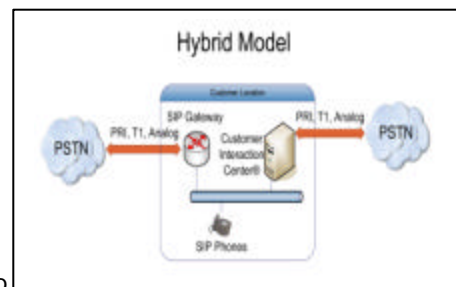
SIP-based PBX infrastructure – CIC can be deployed in a traditional IP telephony model using a wide range of SIP-compliant gateways. These include Audiocodes, Cisco, and others.

“Behind” or “Beside” PBX



“Behind” or “Beside” PBX – For customers looking to leverage their investment in traditional TDM switching architectures, CIC provides the flexibility they need to maintain their investment while migrating to VoIP by integrating to virtually any PBX using traditional trunk interfaces (PRI, T1, Analog).

Hybrid Support



Hybrid support – CIC can be installed using a wide range of hybrid approaches to meet the needs of those customers who may want to role out IP telephony to some of their staff, while maintaining investments in traditional systems for others.

Regardless of underlying telephony infrastructure, CIC will always handle ACD (automatic call distribution) functionality.

Miercom evaluated CIC 2.3.1's SIP-based package, a suite of applications that run atop a Windows 2000 or Windows 2003 server platform. A single server can support up to 215,000 BHCA (busy hour call attempts), according to the vendor. This load was not independently verified. CIC server applications were designed to run over an IP telephony environment, particularly over a SIP (Session Initiation Protocol)-based infrastructure. SIP support is integral with the package, and the underlying infrastructure can be a third-party SIP system (typically involving a SIP proxy server and one or more SIP-based VoIP-to-PSTN gateways).

Multimedia Handling

CIC is equipped with one of the best integrated multimedia systems. The single point of administration, also known as Interaction Administrator, is designed for multimedia, workgroup, and agent definition. Interaction Administrator's first priority is phone call handling, then e-mail management, and more advanced Web chats. Among those features included are speech services, telephony services, fax services, client services, data services, and ACD services.

All of the features run on the same Windows platform. For scalability purposes, some of the features can set speech compression for recording. ScanSoft or Nuance are subroutines in their own system. Voice compressions also include TrueSpeech that allows defining sophisticated speech-recognition actions as part of any call flow.

The features also have a wizard to generate a scorecard for supervisors to rate agents based on recordings.

Web-based Self-service Capability

e-FAQ is integrated into the system as a knowledge management product that mainly focuses on customer e-mail processing. e-FAQ is a Web-based self-service module that automatically generates suggested answers in response to customer inquiries. Agents have the option of reviewing answers before sending them, and can also use a client interface to check its own FAQ database.

SIP Support

CIC is fully SIP-based and can perform SIP trunking to any SIP-based VoIP carrier. With this option, CIC is much more useful and flexible in multi-site call center switching.

It also allows CIC to merge with other third-party systems. For example, if an IVR is also SIP-based, it is much easier to get in and out via SIP trunking. SIP can easily handle several real-time streams of multiple media types.

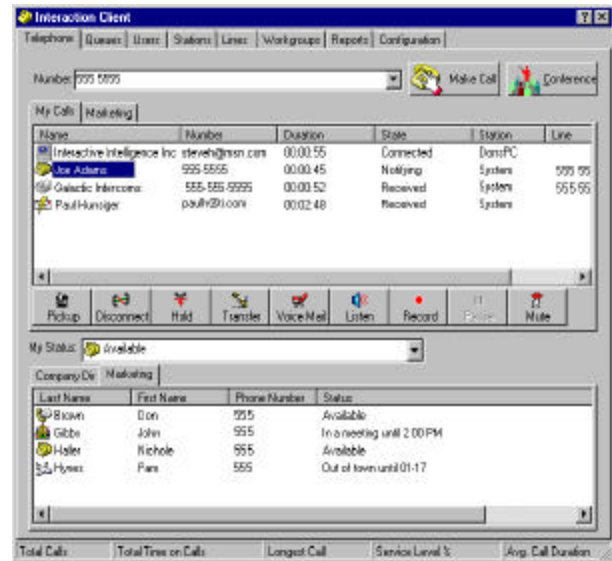
IVR Functionality

IVR functionality is a very essential part of CIC. CIC's IVR is part of the call-routing criteria, and is best known for its prompts, recordings, and collection of customer responses.

CIC also comes with built-in auto-attendant functionality. Using CIC's Interaction Attendant, users can create three levels of recorded options for callers. Speech recognition and text-to-speech (TTS) processing are also very well incorporated within the system.

Other Highlights

Interactive Intelligence also offers a pure PBX infrastructure that is well integrated into CIC. Pre-integrated multimedia recording and scoring is also available with Interaction Recorder. Straightforward agent and supervisory interfaces are included, and a GUI-based application generator called Interaction Designer allows for virtually unlimited customization.



CIC's Interaction Client enables users to process all multimedia interactions from a single desktop interface

	Avaya		Genesys	<i>Interactive Intelligence</i>	Mitel	Nortel	Siemens
Contact Center Package, version reviewed	Interaction Center 7.0	Contact Center Express 2.1	Genesys 7 Suite	<i>Customer Interaction Center v2.3.1</i>	6100 Contact Center Solutions v4.5	Symposium Suite, rel 5	HiPath ProCenter Standard v6.5
Typical /avg. no. agents per contact center	100-200 seats	50-100 seats	500 seats	<i>100 seats</i>	50 seats	300 seats	150 seats
Est. percent new systems shipping with multiple media channels, per vendor	40%	15%	25%	<i>25%</i>	5% to 10%	5% to 10%	10% to 20% (globally); 25% to 30% (U.S.)
PBX infrastructure (over which contact center was reviewed)	S8500-based CommMgr 3.0 (on Linux)	S8500-based CommMgr 3.0 (on Linux)	Vendor's SIP Server 7.0	<i>Vendor's SIP-based ACD infrastructure</i>	Mitel 3300 ICP	CS 1000M; Meridian class w/ redundancy	HiPath 4000
Other PBX support	Siemens, Nortel, Ericsson & Aspect ACD	None; requires Avaya CommMgr 3.0 PBX	Cisco, Nortel, Avaya and 20+ others via their CTI interfaces	<i>Any SIP, or via Q.Sig or T1 PRI; or TAPI to Cisco</i>	None; requires Mitel PBX and phones	None; requires Nortel PBX and phone; SIP planned	Can connect, via HiPath 4000 Q.sig gateway, to Cisco or Nortel

From *Business Communications Review*, August, 2005 "IP Contact Centers: Side-by-side"

Miercom Rated Best

Based on Miercom's thorough workout of this system, along with the examination of its capabilities, operation, and features, as described herein, Miercom hereby awards CIC as the "Best Integrated Multimedia, IP Contact Center" product, with particular recognition for the following:

- CIC can manage multimedia features such as Web interactions, voice, e-mail, SMS, fax and data services
- e-FAQ provides excellent self-service functionality
- SIP support is integral to the package, and the underlying infrastructure can be a third-party SIP system, typically involving a SIP proxy server



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About Miercom's Product Testing Services...

With hundreds of its product-comparison analyses published over the years in such leading network trade periodicals as *Business Communications Review* and *Network World*, Miercom's reputation as the leading, independent product test center is unquestioned. Founded in 1988, the company has pioneered the comparative assessment of networking hardware and software, having developed methodologies for testing products from SAN switches to VoIP gateways and IP PBX's. Miercom's private test services include competitive product analyses, as well as individual product evaluations. Products submitted for review are typically evaluated under the "NetWORKS As Advertised™" program, in which networking-related products must endure a comprehensive, independent assessment of the products' usability and performance. Products that meet the appropriate criteria and performance levels receive the "NetWORKS As Advertised™" award and Miercom Labs' testimonial endorsement.



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