



Unified Communications Platform
for the Contact Center



The pace of today's global business environment is driving IT organizations to seek out new ways to lower expenses, reduce complexity, increase security and enhance business agility with unified communications. In parallel, companies are standardizing and consolidating enterprise architectures and technologies, reducing physical footprints, expanding networks to carry voice, and streamlining application integration with Web services. All in support of the business' needs to improve collaboration, increase employee productivity and decrease costs.

Enter unified communications (UC). UC offers the potential to bind communications and business processes with presence to enable productivity improvements and collaboration across the enterprise and in the contact center. But, contact center architectures are out of touch with today's enterprise IT architectures.

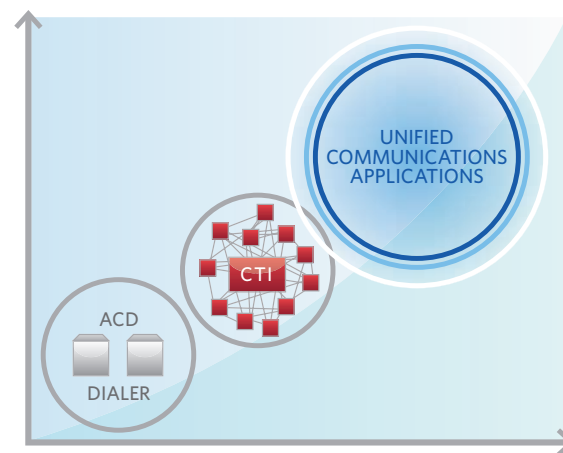
What once started as disparate automatic call distributors (ACDs), dialers and interactive voice response (IVR) systems from a myriad of vendors, over time has morphed into a computer telephony integration (CTI)-based latticework of fragile connections between proprietary technologies. Today, these systems are siloed, hardware-intensive, expensive to deploy and maintain, and difficult, if not impossible.

There is a better way - a new way that builds on the power of UC. By deploying IT-ready solutions for the contact center, companies can synchronize contact center and enterprise infrastructures, re-use current technology investments, enhance IT productivity, consolidate redundant platforms and applications, and employ technology innovation as an agent for change.

Aspect UC Architecture and Platform Products

Aspect delivers UC software that consolidates all customer contact and workforce optimization capabilities for the contact center with a Microsoft .Net Web services approach. By directly addressing the challenges associated with proprietary, siloed and hardware-intensive CTI architectures this next generation technology enables IT to meet today's business requirements while laying a foundation for the future.

UC breaks down legacy silos, going beyond telephony to unite all communications components while leveraging presence.



Aspect offers two software-powered IT-ready .Net Web services platform products that help IT organizations recognize and leverage existing investments in networks and technologies, while executing on UC strategies:

- **Aspect® Unified IP™** is a session initiation protocol (SIP)-based voice over IP (VoIP) platform product that unites inbound, outbound, voice portal, and Internet contact capabilities. Aspect Unified IP allows organizations to recognize and leverage the investments that have already been made in existing networks and technologies.
- **PerformanceEdge™** synchronizes workforce optimization capabilities, including workforce management, recording and quality management, performance management, campaign optimization and coaching & eLearning, to help organizations enhance service levels and align performance with strategic goals.

Our platform products serve as the foundation for our unified communications (UC) applications for the contact center which use software to target specific business issues while reducing costs and decreasing the burden on IT. UC applications work seamlessly with your enterprise architecture by:

- Utilizing virtualization technologies, like VMware, to simplify and reduce your physical footprint and reduce expenses related to powering and cooling equipment
- Giving you the power to deploy your contact center applications on top of your transport of choice - Voice over IP (VoIP), traditional voice, or a blend of both - using session initiation protocol (SIP) to deliver device and service provider choice
- Supporting XML-based open Web services and APIs, and integrating to data stores through ODBC, JDBC and XML
- Leveraging standard system management, security practices, and tools such as LDAP, Active Directory and Windows Management Instrumentation (WMI), and SNMP for single sign on authorization and authentication
- Offering high availability and reliability that increases the fault tolerance and efficiency of the system and minimize single points of failure
- Supporting single- or multitenant deployments taking advantage of the secure partitioning and SIP-based VoIP that supports software as a service (SaaS) models to provide hosted functionality to internal and external customers

Why Aspect

Fueled by ongoing joint investment with Microsoft, we apply Microsoft unified communications drawing upon insight borne from more than three decades of experience in helping the world's leading organizations power their business processes with communications. We are the historic and current leader in mission-critical voice applications, and have successfully implemented UC across our own 1,800-employee global organization.

Microsoft®

ENTERPRISE ARCHITECTURE

ASPECT CONTACT CENTER

Management	Overall system management and monitoring leverages existing tools and processes
Reporting	Business intelligence is enabled through open integration to our contact center datamart
Application Integration	Application integration is eased through the use of Web services
Network/Telephony	Network layer interoperates with open telephony standards
Physical Footprint	Physical footprint is minimized through virtualization techniques



Aspect communications-
enables business
processes for:

- 8 of the top 10 Global Banks
- 10 of the top 10 North American telcos
- 8 of the top 8 North American software companies
- 14 of the top 15 Indian outsourcers
- 7 of the top 7 Global Airlines
- 6 of the top 8 Global General Merchandisers

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About Aspect

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact center. Applying 35 years of insight and experience, Aspect helps more than two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit www.aspect.com.

