



Get rich IP PBX  
communications in  
one powerful platform

Solutions for Unified Communications

## The next wave of intelligent business communications

How a communications solution is built on the back-end tells a lot about how it will perform on the front-end. Pieced-together Unified Communications (UC) systems are full of complexity and rob your enterprise of energy. A more intelligent approach is a single all-in-one platform, which creates more power.

The features in a unified communications solution might link media channels and users more tightly, but most UC frameworks aren't unified at all. They're mostly stitched-together products from different vendors with a UC banner wrapped around them.

Interactive Intelligence created its IP telephony software on a single integrated platform — all-in-one for communications and business functions of all kinds. Customer Interaction Center™ (CIC) for Unified Communications is powerful enough to unify your entire enterprise.

More importantly with a complete N+1 architecture for all media operations, our software solution is scalable in ways that piecedtogether UC systems aren't.

With one platform, enterprises smartly connect departments, workgroups, contact centres, branch offices and remote and mobile workers. They extend call control and messaging to the desktops of 100 users or 15,000, and ACD capabilities from a few contact centre users up to 5,000. They scale up or down as needed.

Enterprises also add advanced capabilities such as outbound predictive dialing and business process automation with applications and licensing, without tacking on more systems.

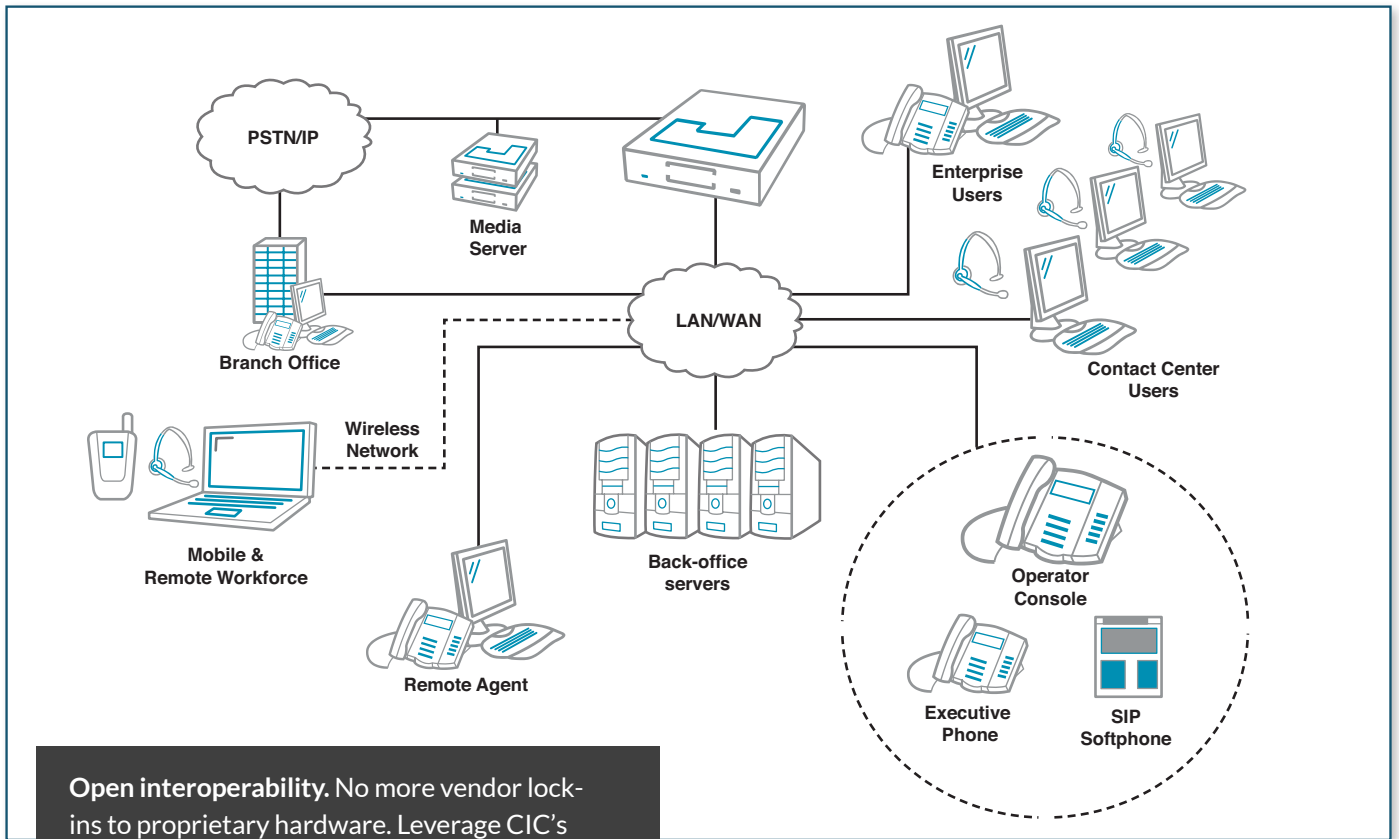
## One platform to grow your business

**Single all-in-one platform approach.** Improve communications control and reduce costs at the same time. CIC centralizes multichannel processing along with system configuration, administration and reporting. And with no multi-vendor sourcing, fewer servers, a smaller datacenter footprint and less energy consumption, you reduce equipment and operations costs dramatically.

**Easy deployment and administration.** Auto-configure CIC's gateways for IP networks and VoIP, then auto-provision and manage cost-saving IP phones — or even more cost-saving Interaction SIP Station™ call control devices — throughout your enterprise. CIC's Interactive Update™ application even handles service updates automatically.

**Scalable all-software architecture.** CIC's incremental application licensing makes scalability straightforward and cost-effective, as does its multi-site location independence and disaster recovery. That is, you deploy and manage applications as needed, when needed, including to multiple sites and users wherever they're located. The integrated CIC application suite is also far more reliable, since it eliminates unstable voice processing cards along with the many points of potential failure that come with multi-system configurations.

**Complete voice and interaction functionality.** Get dial tone plus multichannel queuing and routing, interactive voice response (IVR), speech-enabled auto-attendant, unified messaging, conferencing, presence management and more. At the desktop, CIC's straightforward and intuitive client application makes users and interaction processes much more efficient, instinctively.



**Open interoperability.** No more vendor lock-ins to proprietary hardware. Leverage CIC's standards-based platform to openly integrate with third-party PBXs/IP PBXs, IVR systems and call recorders — or simply use CIC's built-in features for those functions. Integrate just as easily to databases, web services, messaging platforms, backoffice systems, business apps, CRM and ERP packages, and even SIP devices including gateways, telephones and headsets.

**Cost-effective multichannel customer service.** Calls, faxes, email, web chat, SMS, online forms, and social media, CIC handles all types of communications the same way for service that's both consistent and responsive. Streamlined real-time monitoring and end-to-end reporting in CIC make it easy to ensure service quality across channels, while advanced applications for multichannel recording/scoring and automated post-call satisfaction surveys help improve service performance on a continuous basis.

**Mobile support for location-independent use.** Put CIC's mobility-based applications in the hands of your sales force and field technicians for the same functionality as their inoffice counterparts: company-wide presence, one number Find-me/Follow-me, conferencing, ad-hoc call recording, unified messaging, and speech-enabled access to email, calendars and contacts. Mobile users can use softphones, smart phones, email clients and web browsers to access the CIC system from anywhere.

## One platform for your entire business

### Scalability

- 100 -15,000 business users
- Up to 5,000 ACD users
- Support growth by adding servers
- Small or large, license only what you need

### Enterprise-wide

- IP PBX call processing
- Full-featured operator console
- Complete desktop phone features
- Enhanced desktop client features
  - SIP softphone
  - Real-time presence management
  - On-demand call recording and monitoring
  - Conferencing up to 250 parties
  - Corporate and workgroup directories
- Embedded call controls for
  - desktop applications
  - Instant messaging
  - Voice mail, unified messaging
  - Multi-lingual support
  - Reporting

### Contact centre features

- Automatic call distributor (ACD)
- Interactive voice response (IVR)
- Web services
- Internet chat server
- Quality monitoring
- Easy integration to CRM and business applications
- Integrations for social media monitoring
- Knowledge management and
  - auto response
  - Real-time speech analytics
  - Workgroup options

### For remote workers and mobile users

- Web Client
- Mobile Client, corporate extension/virtual office
- One number Follow-me/Find-me
- Interaction Mobile Office™

### For system administrators and IT professionals

- End-to-edge security and encryption with SRTP and TLS
- Completely redundant architecture
  - Support for virtual servers
- Easier deployment
  - Private cloud deployment option
- Interaction Update™ auto-updater
- Auto provisioning for Polycom® phones
- Interaction Recorder®
- Interaction Administrator®
- Interaction Attendant®
- Interaction Conferencetm for conferencing of more than 250 parties
- Interaction SIP Station™
- API - Interaction Center Extension Library (Icelib)

### Advanced applications

- Business process automation, in the enterprise and the contact center
- Screen recording
- Automated post-call satisfaction surveys
- Workforce management
- Intelligent multi-site routing
- Graphical application generator
- Third-party PBX integrations



**INTERACTIVE INTELLIGENCE®**

#### About Interactive Intelligence

Interactive Intelligence (Nasdaq: ININ) is a global provider of enterprise-grade collaboration, communications and customer engagement software and cloud services that help customers improve service, increase productivity and reduce costs. Backed by a 21-year history of industry firsts, 22 patents and more than 6,000 global customer deployments, Interactive offers customers fast return on investment, along with robust reliability and security. The company gives even the largest organizations an alternative to unproven solutions from start-ups and inflexible solutions from legacy vendors. Interactive has been among Software Magazine's Top 500 Global Software and Services Suppliers for 14 consecutive years, has received Frost & Sullivan's Company of the year Award for five consecutive years, and is one of Mashable's 2014 Seven Best Tech Companies to Work For. The company is headquartered in Indianapolis, Indiana and has more than 2,000 employees worldwide. For more information, visit [www.inin.com](http://www.inin.com).