



# Customer Interaction Center

One Complete Platform. Open Software Flexibility.

## Interactive Intelligence Partner

As an Elite Partner for Interactive Intelligence Inc., Nortak Software now offers our customers a complete end to end solution for corporate call centre requirements.

Interactive Intelligence has developed an out-of-the-box IP Contact Center suite of products that allows customers, agents and supervisors to effectively manage their business responsibilities. Their IP Contact Center products offer unmatched functionality when it comes to providing efficient services for today's multi-channel consumer.

## CIC Application Feature Set

The Customer Interaction Center (CIC) product enables customers to build a customized solution for their contact centre requirements in a modular fashion. It allows them to adapt to changing customer and market requirements by incrementally adding features and users (as needed) and gives them the benefit of never having to worry about adding more hardware or third-party systems from a proprietary vendor again. The features that the CIC product supports include:

- PC - PBX
- IVR, ACD
- Unified Messaging
- Voice mail
- Fax server
- CTI gateway
- Web server gateway
- Multi-media queuing
- VoIP, SIP
- Software phone
- Screen pop
- Call handling
- Reporting
- Supervision
- Predictive dialing
- Recording/Monitoring

## Integrated Product Suite

Interaction Center Platform			
Contact Center Automation (CIC)	Unified Communications (Communiqué)	Enterprise IP Telephony (EIC)	IVR Telephone Self-Service (Vocalité)

## Open Systems Architecture

- Windows 2003 Server
- Industry Standard Server Hardware
- LAN/WAN, ODBC, Mainframe integration
- TCP/IP
- Your choice of switching platform: Intel/Dialogic, Aculab, Cisco AVVID, SIP, Intel's HMP
- E-Mail Integration: Microsoft Exchange, Lotus Notes, Groupwise, SunOne/iPlanet

## Value

The IP Contact Center suite of products allows customers to build a customized solution for their contact centre incrementally. It integrates the CIC products with Nortak's flagship contact management application, CallBase CRM. It also allows customers to adapt to changing requirements as a result of its open standards by providing:

- Software Implementation
- Standards Customization
- Flexible architecture
- Breadth of functionality
- Voice over IP Migration Path
- Inherent Integration – no hidden costs
- Single solution vs. multi-box/silo approach
- Single Platform – Modular Integration
- Expanded Usage and Deployment as needed
- Single Point of Administration and Support



## Architecture Benefits

- Leveraging of existing communications services
  - E-Mail services
  - Directory services (Active Directory, LDAP, ADAM)
  - Database services (Oracle, MS SQL)
  - Web services
- Integrates tightly with existing applications
- Works with your IT department -- not against them
- Integrates to a wide variety of database, CRM, ERP and other applications and eliminates external CTI and IVR platforms

## CIC Main Benefits

- Multimedia ACD with Rules and Skills-based routing
- IVR
- Screen Pop/CTI/Database Integration
- FAX Services
- Web and E-mail Self-service with *e-FAQ*
- E-mail Routing/Processing
- Web Chat/Collaboration
- Outbound Dialing with *Interaction Dialer*
- Cradle to grave reporting and / Recording
- Multi-site Call Routing with *Interaction Director*
- Inbound/outbound agent scripting with *Interaction Scripter*

## Technical Strengths

Nortak Software has been providing Information Management and Informatics Technology (IM/IT) services to government and private enterprises since 1975. We are experienced in many areas of IM/IT service delivery including:

- Systems Integration
- Client Relations Management (CRM) software
- Call Centre management software
- Localization, bilingual and multilingual systems
- 24 x 7 System Support and Change Management (CMS)
- Social Programs application systems development, maintenance, and support
- Messaging, synchronous and asynchronous transactions, EDI, XML, B2B
- Application and Website design and development
- Microsoft .Net Framework; ASP.Net, VB.Net, C#, Visual Studio 6.0, ASP, Visual Interdev and Visual Basic
- JAVA, PHP, WebSphere, Dreamweaver and ColdFusion MX
- Oracle RDBMS, MS SQL Server, IBM DB2 Universal, MySQL, Informix
- Voice Recognition
- VOIP, SIP, IVR, CTI
- Project Management Methodologies, such as SET, IMF, ITIL and RUP

We use the latest industry standard tools to help our customers become more productive with the adoption of our “best practices” and “best of breed” approach to IM/IT.

For more details please contact one of the individuals below.

Nortak is a Canadian-owned private corporation with offices in Ottawa and Toronto serving a global client base.

1. 888. 222. 3056

### Craig Mackay

V.P., Information Solutions  
 613. 234. 7212 ext 276  
[craig.mackay@nortak.com](mailto:craig.mackay@nortak.com)