



promero

The Right Technology, the Right Results

Oracle Contact Center Anywhere Deployment Kit

2007

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Executive Summary

The Contact Center Anywhere (CCA) is a browser based multimedia control center. It is used for real-time customer interactions across a variety of communication types, e.g. telephone, fax, voicemail, Voice over IP (VoIP), e-mail and chat. The CCA solution includes advanced skills based routing so that each customer contact will reach the appropriate agent every time, locally or remotely, collaborative on-line form completion and co-browsing with customers and offers unified management reports across all mediums for all locations.

Definitions:

The following terms will be used in this document:

IVR – Interactive Voice Response is a way in which a phone caller can navigate menus and listen to various recordings or be switched to specific agent service groups.

DID–Direct Inward Dial is a number that is assigned to one specific agent or location (NPA/NXX-XXXX) not in assigned to a hunt group.

One-to-One-NAT– Network Address Translation is the translation of an Internet Protocol address (IP address) used within one network to a different IP address known within another network. One network is designated the inside network and the other is the outside. One-to-One NAT provides address translation using one public IP address for each internal address, which allows resolution in order to facilitate VoIP communications.

RESP ORG – Responsible Organization is the name associated with the carrier who is responsible for a customer's toll free numbers.

VoIP–Voice over IP is a term used in IP telephony for a set of facilities for managing the delivery of voice information using the Internet Protocol (IP). In general, this means sending voice information in digital form in discrete packets rather than in the traditional circuit-committed protocols of the public switched telephone network (PSTN).

SIP Proxy– (Session Initiation Protocol proxy) A server in a SIP-based IP telephony environment. It is required in large companies with numerous telephone numbers or when the Internet is the long distance transport. The SIP proxy takes over call control from the terminals and serves as a central repository for address translation (name to IP address).

Media Gateway/VoIP Gateway–Network device that converts voice and fax calls, in real time, between the public switched telephone networks (PSTN) and an IP network. The primary functions of a VoIP gateway include voice and fax compression/decompression, packetization, call routing, and control signaling

SOHO—Short for *small office/home office*, a term that refers to the small or home office environment and the business culture that surrounds it.

A SOHO is also called a *virtual office*.

Deployment Options

The CCA is very flexible in the way in which it can deliver voice communications.

The following four options are available. Within each option the benefits and limitations will be outlined. All options require agents to have PC's. For agent PC requirements please see the Appendix.

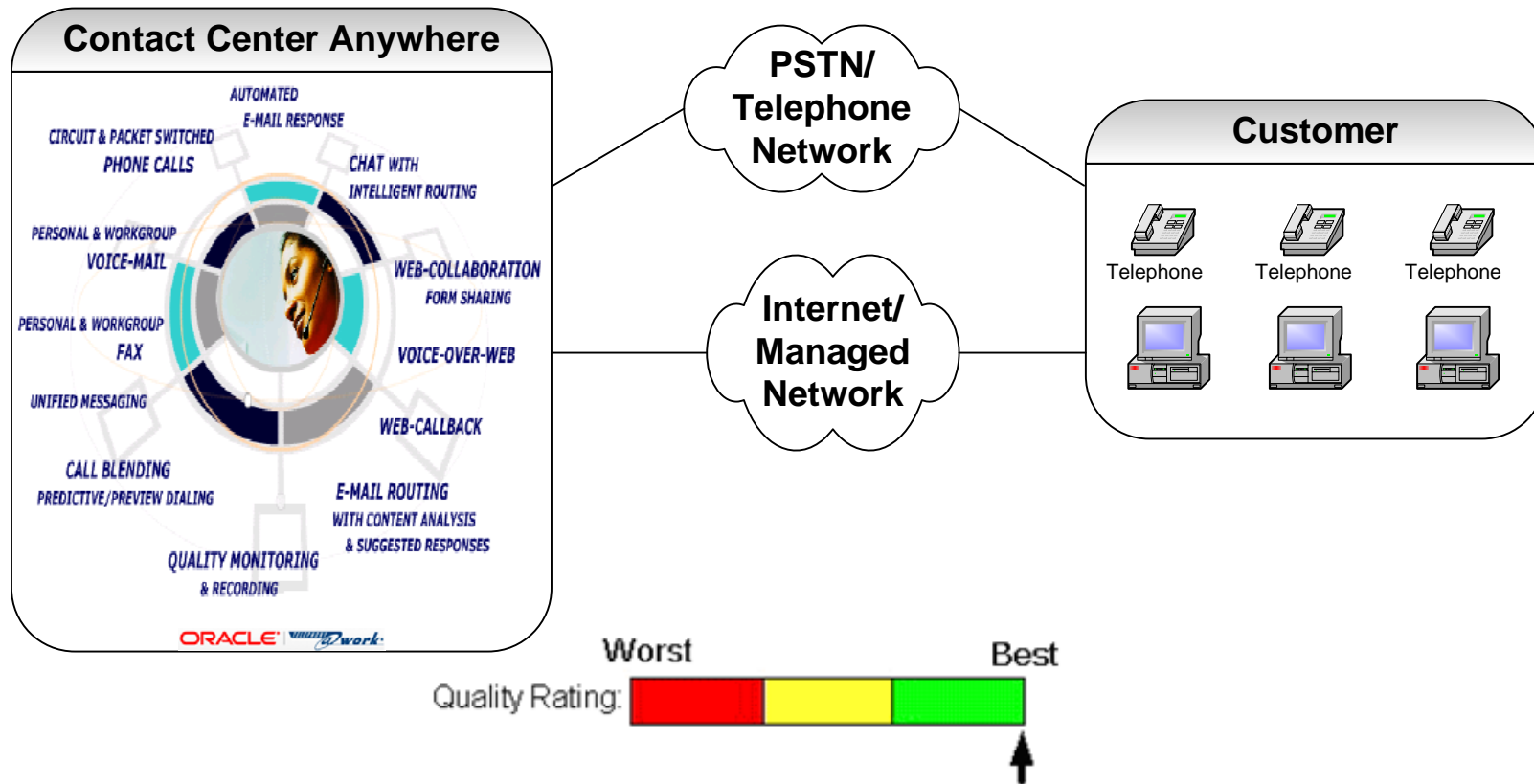
Under all options the best VoIP results will be obtained using a **managed network** connection. Operation can be accomplished using the public Internet however reliability of the public network cannot be guaranteed.

Each of the following options contains a quality rating. The scale used follows:



The options each have an indication of where within this scale the respective option falls.

Option #1 CCA via PSTN



System Requirements

- Each agent required to have a 10 digit DID without rollover or hunt group
- Agents telephone
- Agent PC**

Benefits

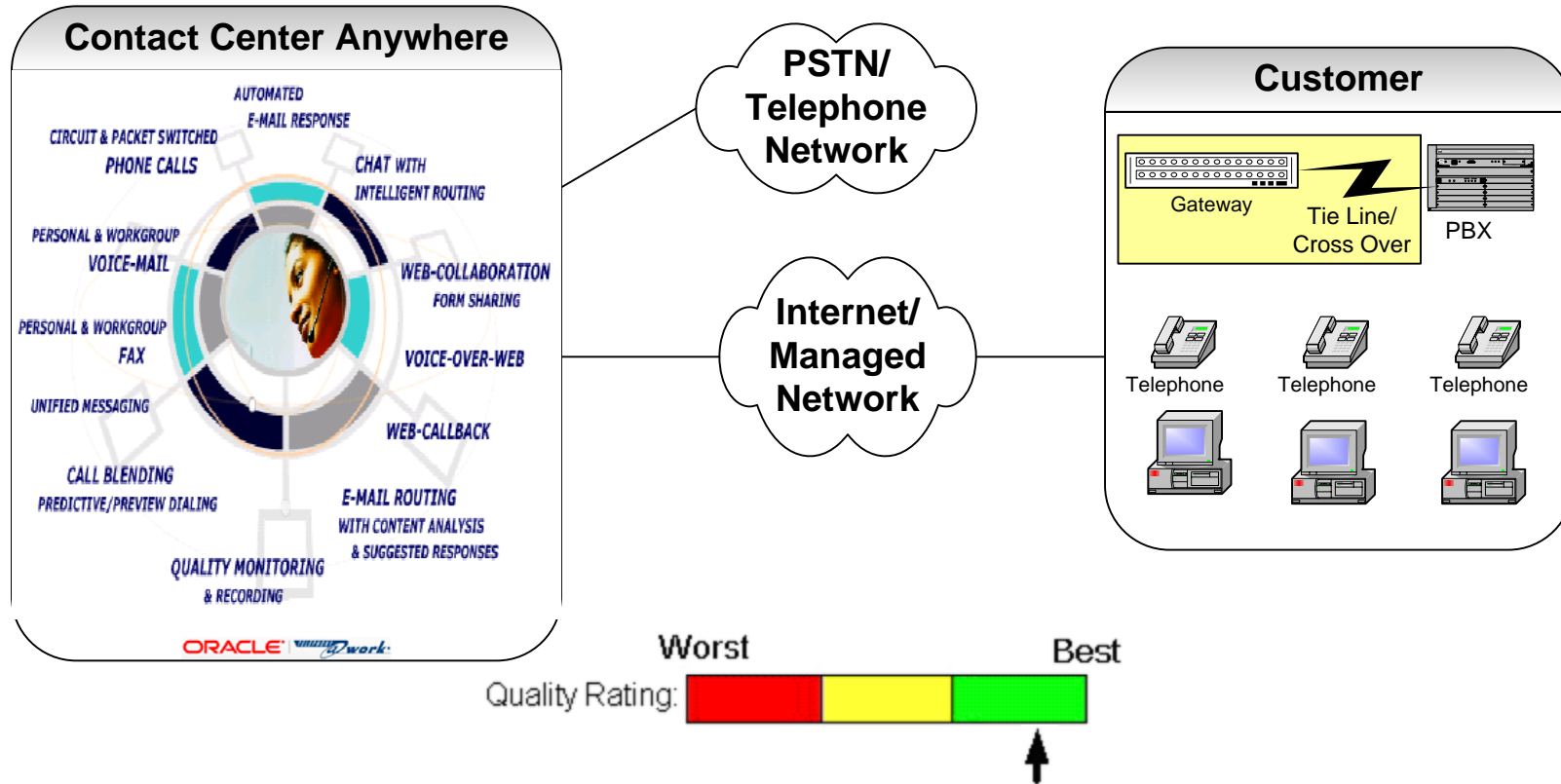
- Fastest Deployment
- No Capital Expense
- Highest Quality
- Low administration
- Use existing agent phones

Limitations

- Two legs of LD

** See appendix

Option #2 CCA via VoIP to Gateway and PBX



System Requirements

- Each agent required to have an extension defined in customer's PBX
- Agents telephone
- Tie line to digital PBX or RJ11 for analog PBX
- Media Gateway with public IP address. Customer can use NAT private IP if using Quintum H.323 gateway
- Agent PC**

Benefits

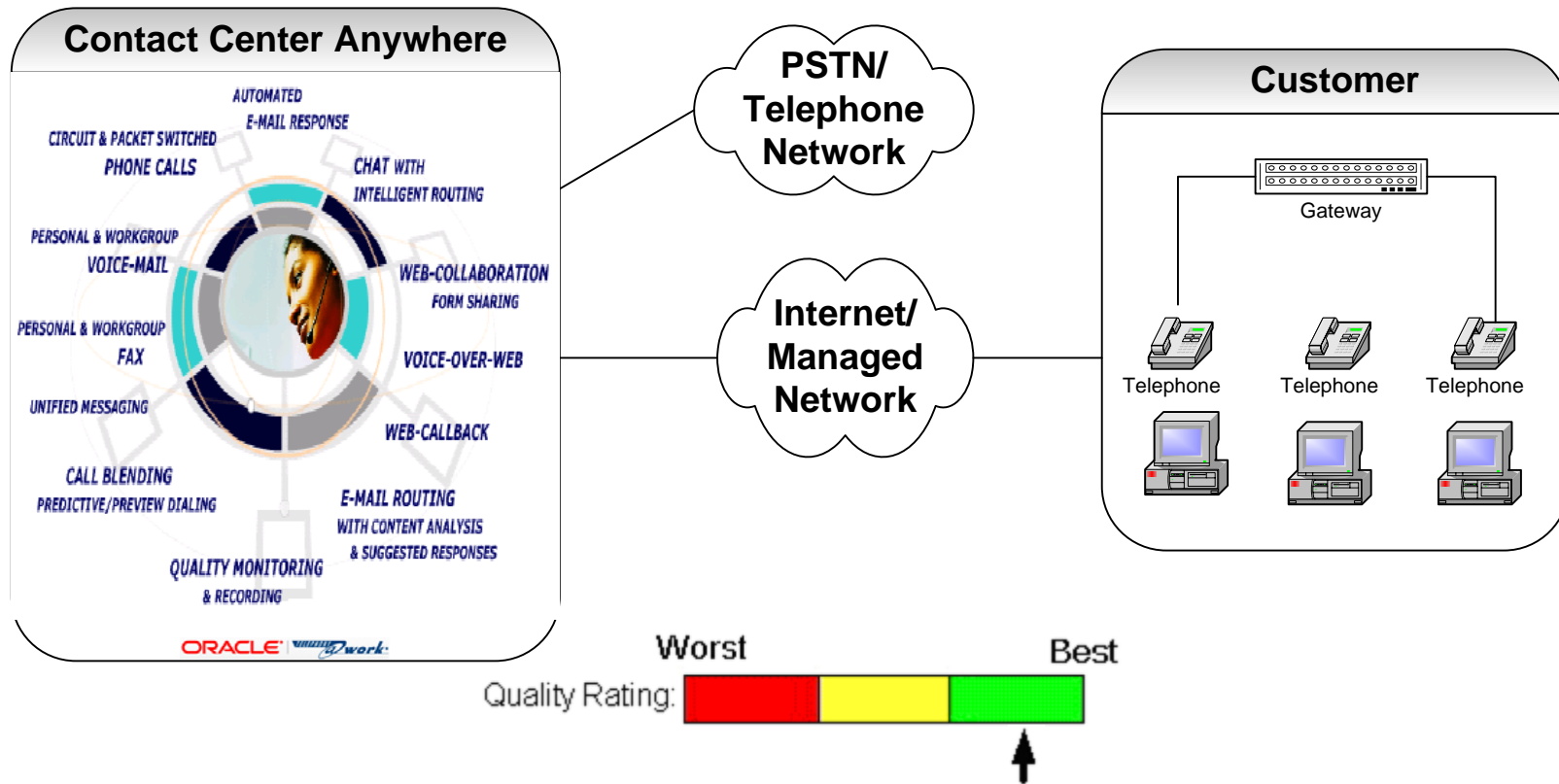
- Fast deployment
- Limited capital expense
- High quality
- Low administration
- Use existing PBX agent phones
- Simple VoIP to only gateways makes LAN requirements minimal

Limitations

- T1/E1/PRI port used on digital PBX
- Analog ports RJ11 for analog PBX

** SEE APPENDIX

Option #3 CCA via VoIP to Gateway with Analog Phones



System Requirements

- Analog agents telephone
- Media Gateway with public IP address supporting analog phones RJ11. Customer can use NAT private IP if using Quintum H.323 gateway
- Agent PC**

Benefits

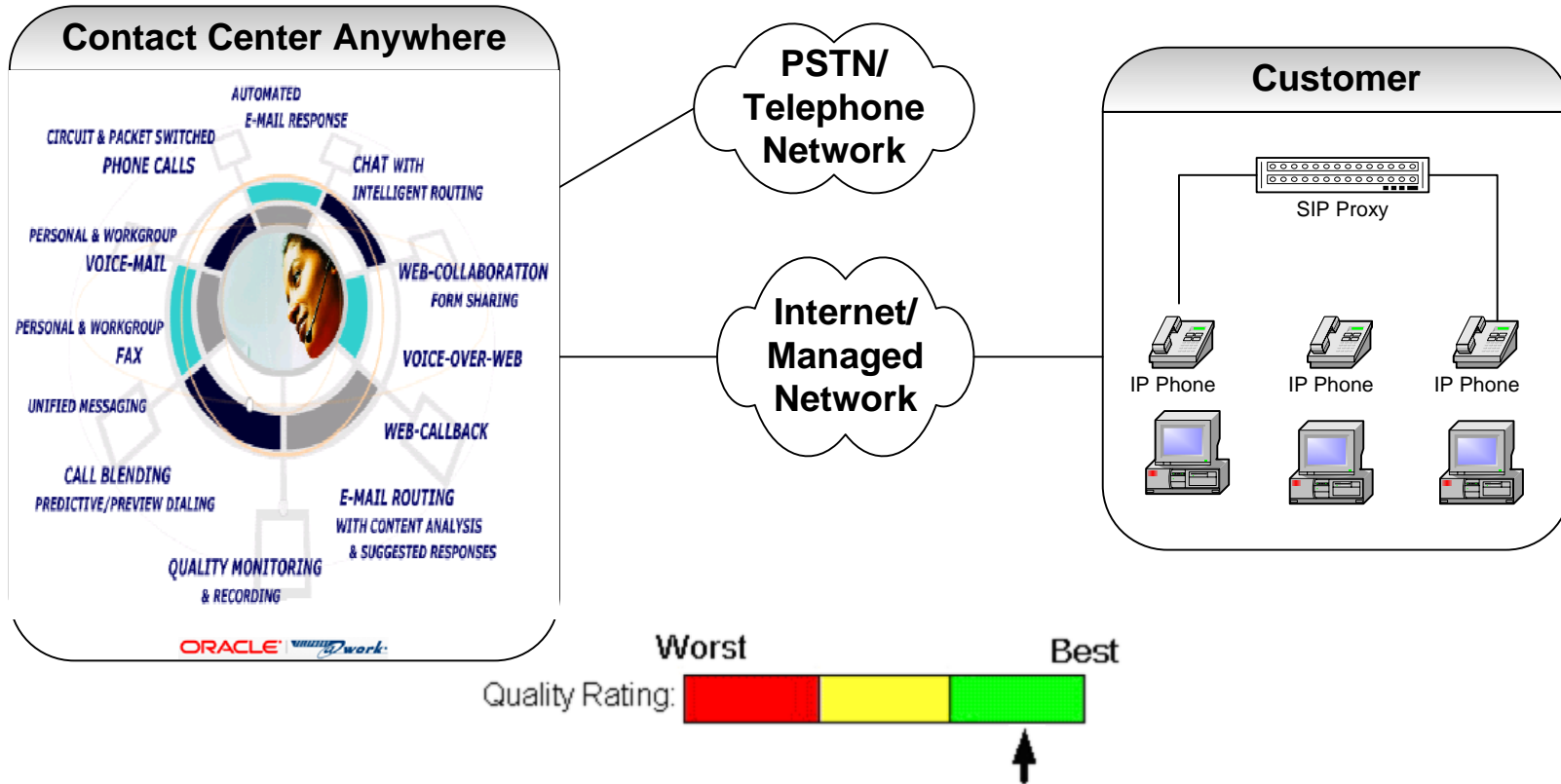
- Fast deployment
- Limited capital expense
- High quality
- Low administration
- Simple VoIP to only gateways makes LAN requirements minimal

Limitations

- Analog phones for agents using RJ11 connection type

** SEE APPENDIX

Option #4 CCA via VoIP to IP Phones



System Requirements

- Agents telephone
- Media Gateway with public IP address supporting IP phones
- Agent PC**

Benefits

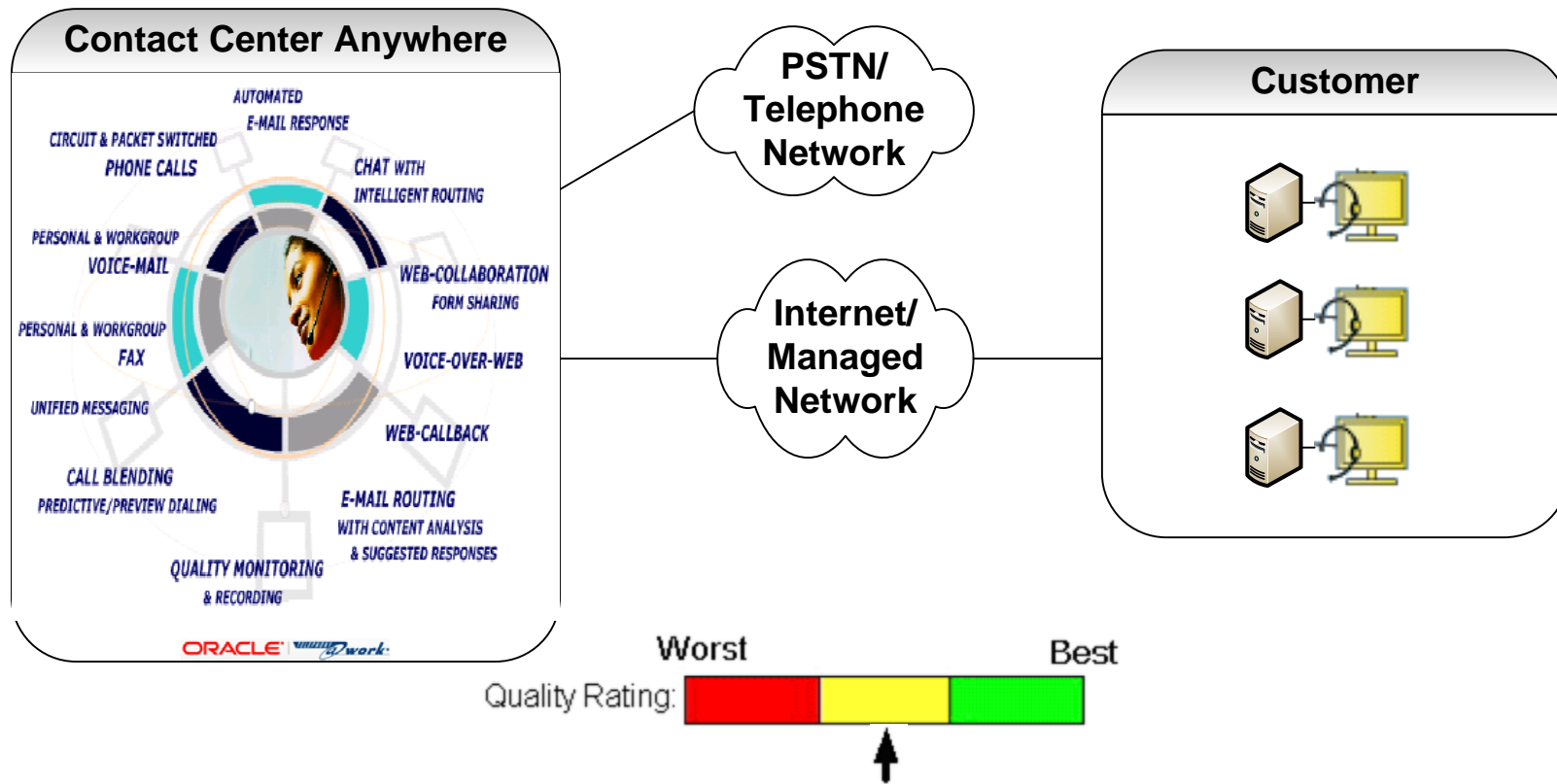
- Fast deployment
- Limited capital expense
- High quality
- Low administration

Limitations

- IP phones for agents using RJ45 connection type using SIP
- Optional SIP Proxy allows for more flexible phone portability
- VoIP to every desk requires a solid LAN architecture and support personnel

** SEE APPENDIX

Option #5 CCA via VoIP to Soft Phones



System Requirements

- Softphone (additional fees may apply)
- (954) virtual telephone number (additional fees may apply)
- Agent PC**

Benefits

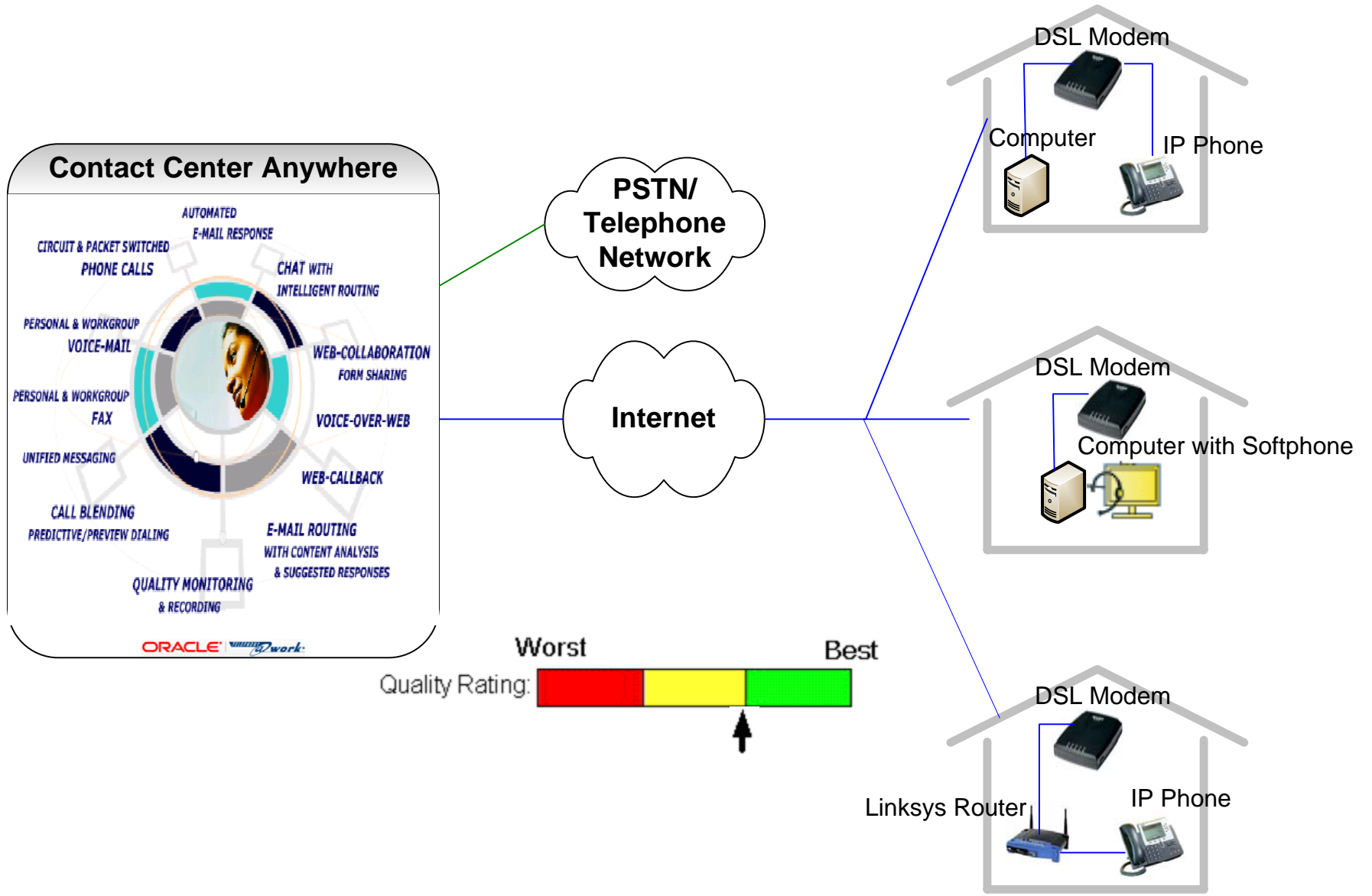
- Fast deployment
- Limited capital expense
- Low administration

Limitations

- Soft Phone integrated with PC
- VoIP to every desk requires a solid LAN architecture and support personnel
- QoS to PC limited and may introduce some jitter or voice break up when PC under load

** SEE APPENDIX

Option #6 CCA: SOHO Solutions



System Requirements

- IP Phone (additional fees may apply)
- (954) virtual telephone number (additional fees may apply)
- Agent PC**

Benefits

- Fast deployment
- Limited capital expense
- Low administration

Limitations

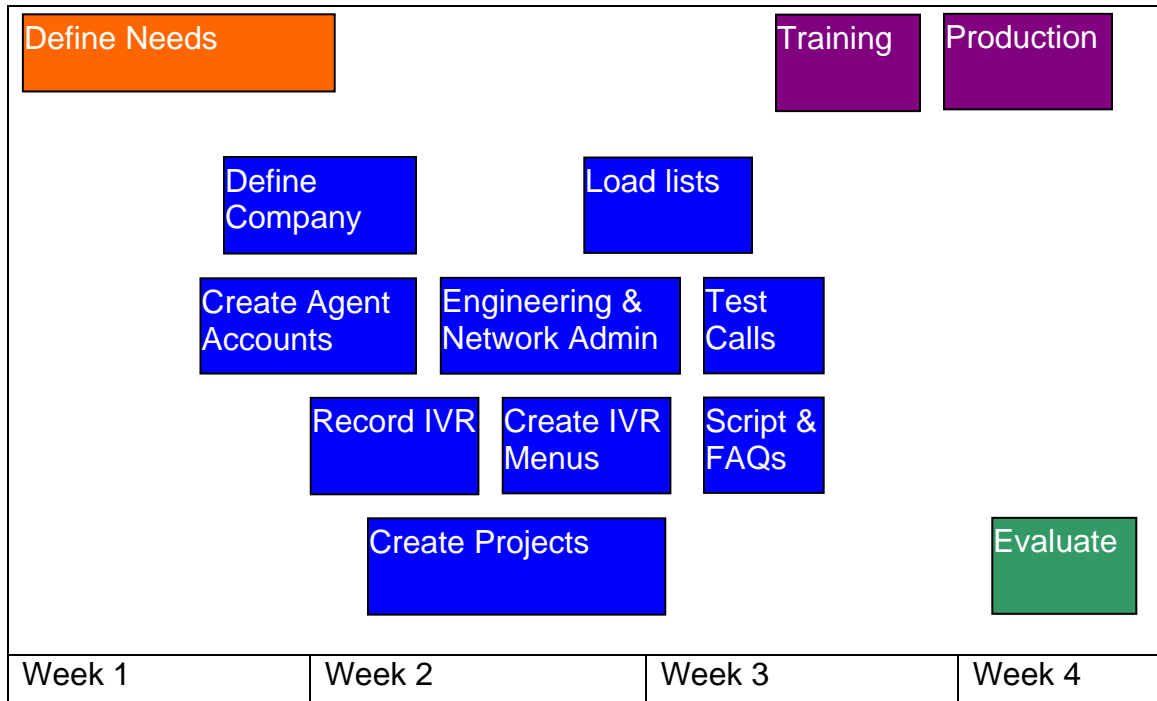
- IP phones for agents using RJ45 connection type using SIP
- Soft Phone integrated with PC
- VoIP to every desk requires a solid LAN architecture and support personnel
- QoS to PC limited and may introduce some jitter or voice break up when PC under load

** SEE APPENDIX

Timeline and Customer Responsibility

Depending on the complexity of the deployment, some lead-time will be needed to manage the delivery of service. Promero's current process relies on some customer responsibility to deliver what is envisioned.

The following chart depicts the typical time lines for a 50 -100 seat call center. Assuming that customer responsibilities are met, the turn around is 22 working days.



Key:

- Definition
- Provisioning
- Execution
- Evaluation

An expedite can reduce the timeline by 8 business days however an additional charge may result.

Estimation of required resources

Based on the typical contact center deployment, the following table represents a good faith estimate of resources needed prior to taking production calls. These estimates are based on a 100-seat deployment with skills based routing for all communications mediums.

Description	Resource	Effort
Define agents, workgroups, skills, priority and schedules.	Call Center Ops	8 hours
Design IVR menus. This will allow for the recording of professional and helpful menu and prompts that customers experience when using the telephony system	Call Center Ops	4 hours
Define business rules and process. This will allow for a complete understanding of workflow and procedures and their operational effect.	Project Team	4 Hours
Infrastructure and network design. The environment in which the CCA will operate must conform to certain minimum standards for proper operation. This will allow the IT team to ascertain any necessary changes that may be needed for workstations, LAN, WAN, Bandwidth and firewall.	IT	8 hours
Infrastructure and network engineering. As a result of the design, there may be certain updates that are needed such as assuring that proper bandwidth is in place or ordered for delivery corresponding with project timelines.	IT	16 hours
Checkpoints and meetings. These meetings will be to assure that the project deliverable is being met and tasks are completed as planned.	Project Team	8 hours

Training Requirements

Training is a prerequisite to the deployment of the CCA. Training options include training on premises at Promero, training via conference call and training at the customer location (additional fee for on site instructor and T&E).

Initial training is designed for managers and trainers, who will conduct end-user training. This train-the-trainer class provides broad information and allows for the customer to tailor his user training according to his specific business needs.

Documentation will be provided for attendees of the train-the-trainer class. A soft copy of the documentation is available for end-user training.

The basic train-the-trainer class is an 8-hour class covering the syllabus below:

Interaction Manager – 3 hours – Prerequisite -> None

1. Getting Started
 - Logging into the VCC
 - Agent Configuration
 - Basic Navigation
2. Call Control
 - Inbound calls
 - Outbound calls
 - Transfers, Hold, Conference
 - Voicemail and Email
 - Scripts
3. Contact and History
 - Adding and Editing Contact Information
 - Assigning interactions to a contact
 - Contact History
4. Predictive and Preview Dialing
 - Preview dialing
 - Predictive dialing
5. Chat interactions
6. ACD Chat
7. URL Library
8. Collaboration

Supervision Manager – 2 hours – Prerequisite -> Interaction Manager

1. Getting Started
 - Supervisor Alerts
 - Queues
2. Supervisor functions
 - Agent monitoring
 - Remote logout
 - Recording calls
 - Sending messages to an agent
 - Workgroup statuses
 - Interaction statuses
 - Reviewing Recordings
3. Real-time Statistics
 - Preview statistics
 - Predictive Statistics
4. Reports

Administration Manager – 3 hours – Prerequisite -> Interaction Manager

1. Company Definition
 - Skills
 - Agents
 - Workgroups
 - URLs
 - Project Menus
 - Projects
 - Phone
 - Chat
 - Email
 - Web Callback
 - Predictive
 - Preview
2. Libraries
 - Agent Status
 - Outcomes
 - Prompts
 - Intelligent Email and Chat
 - SMTP and POP3 setup
3. Reports
 - Creating Reports
 - Viewing Reports

Installation Checklist

- Training Complete
- Agent log ins created
- Projects set up
- Workgroups set up
- Schedules created
- List loaded for predictive
- Scripts loaded
- FAQs loaded
- Java client and CCA client installed on all PCs
- IVR Recordings uploaded
- IVR Menus configured
- Test calls Inbound and Outbound

PC Requirements

CPU

- Recommended - 700Mhz or higher

RAM

- Recommended – 512 M or greater

Operating System

- Recommended – Windows 2000 SP2
- Recommended – Windows XP
- Recommended – Windows Vista

Software

- Internet Explorer 5.5 or higher
- Microsoft Java Virtual Machine

Multimedia PC

Note: This is required only for VoIP delivery to the agent workstation (Option 5)

- Minimum - USB Port
- Minimum - USB Headset adaptor/headset
- Or
- Recommended – Dull Duplex Sound Card
- Recommended – High Quality Headset such as GN Netcom or Plantronics

The Contact Center Anywhere system will work with a Soft Phone however; use of a Soft Phone instead of a telephone device may yield less than satisfactory voice quality. Promero does not recommend using Soft Phones for the highest quality.

Certified Equipment

Quintum: AX, AS, and AF series and BX, DX, and CMS series

Audio Codes: MP-11x - MP-124 series – Mediant 2000

Cisco: AS5300, AS5350, AS5400, ATA 186

Linksys: WRT54GS

Multitech: Route Finder 650 VPN

SoftPhones: Eyebeam, SJ Phones, and Nexogy softphone

Netcom: GN 7100 integrated headset

Plantronics: T10